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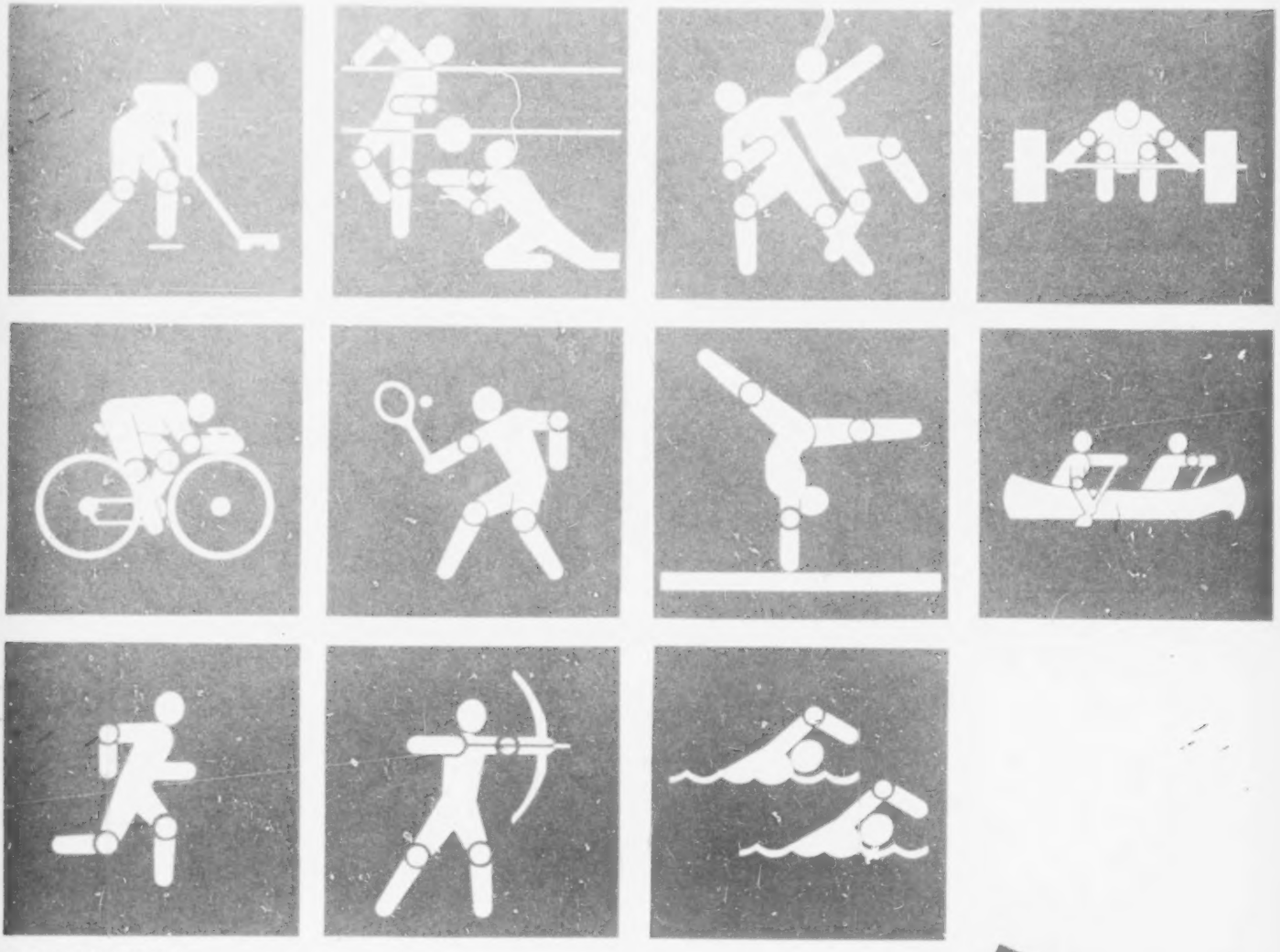
The Sporting Goods Market in 1989



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With Demographics for 1988
based on interviews with
80,000 American households

A statistical study of retail sales for representative categories of sporting goods and recreational equipment

NSGA National Sporting Goods Association
International Headquarters
1699 Wall St. • Mt. Prospect, IL 60056-5780

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INTRODUCTION

The survey procedure used for this report is similar to that used to project 1973-1987 consumer purchases. The basic consistency in methodology provides a sound basis for comparing overall purchase statistics. Future reports will continue to be based on similar consumer surveys so as to permit an analysis of trends.

This report presents projections of 1988 consumer purchases from a survey of 80,000 households. Most fall/winter items are based on purchases during the calendar year. Most spring/summer products are based on purchases during the 1988 season (October 1987-September 1988). Projections of 1980-1988 sales were based on all U.S. households. In 1988, there were 91.1 million households. Before 1980, the consumer panel included only family households. Projections of 1979 and earlier were based on family households which totalled 58 million in 1979.

The large panel was divided into four representative samples of 20,000 households each so that a maximum number of individual sporting goods products could be included in the survey. In total, 52 products were included in the study. Replies were received from approximately 67% of the sample.

The Sport & Athletic Clothing category represents our effort to more fully represent soft goods sales. While it does not include all athletic clothing bought by consumers, it does indicate year-to-year sales trends for key products in this growing category. Before 1981, surveys had reported only skiwear, golf and tennis clothing, and warm-up suits.

Estimates of retail sales are shown for some products which were not included in the survey. These estimates are based on reliable published statistics where available. In other cases reliance was placed on knowledgeable industry sources.

In addition to the consumer survey, this report presents projections of Athletic Goods Team Sales prepared by the National Sporting Goods Association.

The data showing percent of units purchased in each type of outlet is based only on the most recent purchase. The percentages are indicative of the relative unit sales by outlet type, but they do not represent the actual percent of units sold by each type.

The consumer survey questionnaire responses contain a substantial amount of detail not shown in this report. For example, the data contains brand share statistics and the percent distribution of purchases by price point. This information is available from the National Sporting Goods Association at a cost of $350 for the first product, $275 for the second product and $225 for each additional product. Also, the fact that we have identified recent purchasers of 52 different products means that follow-up studies among recent owners can easily be done on specific products. To obtain further market research information, contact either the National Sporting Goods Association or Irwin Broh & Associates.

The consumer panel used in this study is maintained by National Family Opinion, Inc., operator of the largest consumer panel in the U.S. with almost 400,000 households. The panels are balanced to parallel the actual household distribution as reported by the U.S. Bureau of the Census, in five important characteristics: census region, income, household size, age of head, and population density. For example, 5.4% of the U.S. households live in New England, and 5.4% of the panel households live in New England.

The footnotes used in this report are explained below:

(a) Estimated for 1987. Not included in 1987 consumer survey.
(b) Estimated for 1988. Not included in 1988 consumer survey.
(c) 1976-79 projections were based on family households.
(e) Estimated. Not included in consumer survey for that year.
N.A. Not available.
* Respondent base too small for meaningful calculation.

PROJECTED SALES OF SPORTING GOODS
(IN MILLIONS)

	1987	1988	1989 Forecast	Percent Increase 1989 vs. 1988
Athletic & Sport Clothing				
Athletic Socks	$ 476.2	$ 500.0	$ 525.0	5%
Bathing Suits	798.9	808.7	849.0	5
Golf Clothing	205.6	205.6	226.0	10
Leotards/Body Suits	132.3	88.3	79.0	(10)
Parkas - Down/Fiber Filled	224.3	224.3	236.0	5
Shorts - Elastic Waist	262.7	275.8	287.0	4
Skiwear	334.7	368.0	390.0	6
Sweat Pants	547.5	587.3	628.0	7
Sweatshirts/Tops	924.0	1022.0	1094.0	7
Tennis Clothing	128.4	110.5	111.0	-
Vests - Down/Fiber Filled	130.2	117.2	115.0	(2)
Warm-up Suits	480.3	460.6	442.0	(4)
	$4,645.1	$4,768.3	$4,982.0	4%
Athletic & Sport Footwear				
Aerobic Shoes	$ 401.2	$ 326.6	$ 294.0	(10)%
Baseball/Softball Shoes	94.5	88.4	92.0	4
Basketball Shoes	169.3	226.4	254.0	12
Bowling Shoes	40.0*	50.3	52.0	3
Football Shoes	50.2	50.3	50.0	-
Golf Shoes	130.2	127.7	139.0	9
Gym Shoes/Sneakers	692.6	783.2	830.0	6
Hiking Shoes/Boots	149.8	122.3	116.0	(5)
Hunting Boots	67.0	67.0	67.0	-
Jogging/Running Shoes	474.9	459.9	442.0	(4)
Racquetball Shoes	31.3	29.4	29.0	(1)
Soccer Shoes	72.7	63.9	67.0	5
Tennis Shoes	367.2	352.5	367.0	4
Volleyball Shoes	74.7	82.2	90.0	10
Walking Shoes	511.5	752.3	888.0	18
Workout/Fitness Shoes	197.0	189.7	180.0	(5)
	$3,524.1	$3,772.1	$3,957.0	5%
Athletic & Sport Equipment				
Archery	$ 223.4*	$ 234.6	$ 246.0	5%
Baseball & Softball	173.3	169.2	176.0	4
Basketball	102.2	112.6	124.0	10
Billiards	90.4	85.9	85.0	(1)
Bowling Accessories	129.4	129.3	132.0	2

* Revised.

PROJECTED SALES OF SPORTING GOODS
(IN MILLIONS)

	1987	1988	1989 Forecast	Percent Increase 1989 vs. 1988
Athletic & Sport Equipment-Cont.				
Camping	$ 857.7	$ 905.9	$ 924.0	2%
Exercise	1,191.5	1,411.0	1,524.0	8
Firearms & Hunting	1,804.4	1,893.8	1,951.0	3
Fishing Tackle	829.8	765.9	820.0	7
Football	61.2	65.5	68.0	4
Golf	946.0	963.2	1,031.0	7
Hockey & Ice Skates	76.4	71.8	70.0	(3)
Optics	375.0	375.0	375.0	-
Racquetball	65.4	59.8	60.0	-
Roller Skates	45.0	45.0	45.0	-
Skateboards	124.7	143.4	158.0	10
Skin Diving & Scuba Gear	83.0	87.0	90.0	3
Snow Skiing				
Downhill	530.6	590.7	591.0	-
Cross-Country	130.8	160.8	161.0	-
Soccer	31.9	29.3	31.0	6
Table Tennis	30.5	31.0	31.0	-
Tennis	237.6	258.8	269.0	4
Volleyballs & Badminton Sets	29.2	31.0	31.0	-
Water Skis	148.1	159.9	174.0	9
Athletic Goods Team Sales	1,582.6	1,692.0	1,794.0	6
Total Equipment	$ 9,900.1	$10,472.4	$10,961.0	5
Sub-total	$18,069.3	$19,012.8	$19,900.0	5
Recreational Transport				
Bicycles & Supplies	$2,272.0	$2,037.7	$ 2,205.0	8%
Pleasure Boats, Motors & Accessories	8,906.0	9,720.0	10,595.0	9
Recreational Vehicles	4,507.0	4,838.6	4,558.0	(6)
Snowmobiles	188.0	239.0	279.0	17
Total Recreational Transport	$15,873.0	$16,835.3	$17,637.0	5
Total All Products	$33,942.3	$35,848.1	$37,537.0	5%

ATHLETIC AND SPORT CLOTHING

1988 CONSUMER PURCHASES
(in thousands)

	Units	Average Price	Dollars	Percent Change vs. 1987 Units	Dollars	
Athletic Socks			$ 500,010		5%	(a)(b)
Bathing Suits	29,776	$27.16	808,716	(5%)	1	
Golf Clothing			205,600		-	(b)
Leotards/Body Suits	4,153	21.25	88,251		(33)	(a)
Parkas (down & fiber filled)			224,300		-	(a)(b)
Shorts (elastic-waist)			275,800		5	(b)
Skiwear			368,000		10	
Sweat Pants	40,841	14.38	587,293	(1)	7	
Sweatshirts/Tops	62,129	16.45	1,022,022	5	11	
Tennis Clothing			110,475		(4)	(a)
Vests (down & fiber filled)			117,180		(10)	(a)(b)
Warm-up Suits	12,486	36.89	460,609	(12)	(4)	
Total			$4,768,256		3%	

Note: 1987 sales projections for tennis clothing has been revised.

BATHING SUITS

1988 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	5.5	$24.23
Specialty Sport Shops	4.6	38.47
Pro Shops	0.3	*
Discount Stores	21.5	17.75
Department Stores	49.5	29.70
Mail Order	8.0	28.30
Catalog Showrooms	0.4	*
Other Outlets	10.2	29.29
Total	100.0	$27.16

1976-1988 CONSUMER PURCHASES
(in millions)

Year	Units	Dollars	
1976	N.A.	N.A.	
1977	N.A.	N.A.	
1978	N.A.	N.A.	
1979	N.A.	N.A.	
1980	N.A.	781.8	(e)
1981	43.2	860.0	
1982	34.0	709.3	
1983	35.3	765.7	
1984	32.4	704.4	
1985	31.3	694.5	
1986	32.9	771.9	
1987	31.2	798.9	
1988	29.8	808.7	

ATHLETIC AND SPORT CLOTHING

LEOTARDS/BODY SUITS

1988 CONSUMER PURCHASES

Place of Purchase	Percent of Dollars	Average Price
Sporting Goods Stores	7.2	*
Specialty Sport Shops	11.2	$25.88
Pro Shops	0.4	*
Discount Stores	29.6	20.77
Department Stores	36.8	19.34
Mail Order	2.7	*
Catalog Showrooms	0.4	*
Other Outlets	11.7	20.38
Total	100.0	$21.25

1976-1988 CONSUMER PURCHASES (in millions)

Year	Units	Dollars
1976	N.A.	N.A.
1977	N.A.	N.A.
1978	N.A.	N.A.
1979	N.A.	N.A.
1980	N.A.	N.A.
1981	N.A.	N.A.
1982	N.A.	96.6 (e)
1983	8.9	120.8
1984	N.A.	108.8
1985	8.5	144.8
1986	7.3	142.3
1987	N.A.	132.3 (e)
1988	4.2	88.3

SKIWEAR

1988 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Annual Expenditure
Sporting Goods Stores	38.8	$132.06
Specialty Sport Shops	32.3	185.81
Pro Shops	3.7	*
Discount Stores	6.5	93.52
Department Stores	9.1	85.59
Mail Order	5.4	*
Catalog Showrooms	--	--
Other Outlets	4.2	*
Total	100.0	$139.70

1976-1988 CONSUMER PURCHASES (in millions)

Year	Units	Dollars
1976		138.3 (c)(e)
1977		172.9 (c)(e)
1978		207.5 (c)
1979		203.0 (c)
1980		271.2
1981		257.7
1982		231.9
1983		263.1
1984		285.9
1985		303.1
1986		280.4
1987		334.7
1988		368.0

ATHLETIC AND SPORT CLOTHING

SWEAT PANTS

1988 CONSUMER PURCHASES

Place of Purchase	Percent of Dollars	Average Price
Sporting Goods Stores	11.1	$18.36
Specialty Sport Shops	5.2	19.16
Pro Shops	0.4	*
Discount Stores	36.0	11.20
Department Stores	30.7	15.22
Mail Order	4.4	16.11
Catalog Showrooms	0.2	*
Other Outlets	12.0	15.08
Total	100.0	$14.38

1976-1988 CONSUMER PURCHASES (in millions)

Year	Units	Dollars
1976	N.A.	N.A.
1977	N.A.	N.A.
1978	N.A.	N.A.
1979	N.A.	N.A.
1980	N.A.	N.A.
1981	N.A.	N.A.
1982	N.A.	N.A.
1983	N.A.	N.A.
1984	N.A.	N.A.
1985	N.A.	298.9 (e)
1986	36.5	457.2
1987	41.2	547.5
1988	40.8	587.3

SWEATSHIRTS/TOPS

1988 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	11.2	$19.83
Specialty Sport Shops	5.4	23.95
Pro Shops	1.1	*
Discount Stores	31.3	13.19
Department Stores	30.2	15.61
Mail Order	5.0	16.92
Catalog Showrooms	0.9	*
Other Outlets	14.9	18.75
Total	100.0	$16.45

1976-1988 CONSUMER PURCHASES (in millions)

Year	Units	Dollars
1976	N.A.	N.A.
1977	N.A.	N.A.
1978	N.A.	N.A.
1979	N.A.	N.A.
1980	N.A.	153.2 (e)
1981	18.7	191.5
1982	N.A.	212.6 (e)
1983	20.1	261.0
1984	N.A.	300.2 (e)
1985	N.A.	436.2 (e)
1986	49.2	673.0
1987	59.1	924.0
1988	62.1	1,022.0

ATHLETIC AND SPORT CLOTHING

TENNIS CLOTHING

1988 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Annual Expenditure
Sporting Goods Stores	18.5	$ 55.95
Specialty Sport Shops	18.6	121.35
Pro Shops	14.8	*
Discount Stores	17.6	*
Department Stores	18.5	79.20
Mail Order	3.7	*
Catalog Showrooms	--	--
Other Outlets	8.3	*
Total	100.0	$ 91.89

1976-1988 CONSUMER PURCHASES (in millions)

Year	Units	Dollars
1976		N.A.
1977		N.A.
1978		N.A.
1979		103.0 (c)
1980		150.0
1981		150.1
1982		109.0
1983		114.8
1984		135.5
1985		138.2 (e)
1986		128.4
1987		115.1 (e)
1988		110.5

WARM-UP SUITS

1988 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	13.1	$46.12
Specialty Sport Shops	6.0	49.11
Pro Shops	1.2	*
Discount Stores	25.4	27.16
Department Stores	41.6	37.42
Mail Order	3.6	37.33
Catalog Showrooms	0.3	*
Other Outlets	8.8	35.73
Total	100.0	$36.89

1976-1988 CONSUMER PURCHASES (in millions)

Year	Units	Dollars
1976	6.5	132.8 (c)
1977	11.4	236.1 (c)
1978	7.5	168.8 (c)
1979	7.4	188.8 (c)
1980	11.8	355.0
1981	13.1	352.2
1982	15.8	448.9
1983	21.0	631.7
1984	21.7	700.1
1985	17.6	564.2
1986	14.4	490.1
1987	14.2	480.3
1988	12.5	460.6

ATHLETIC AND SPORT FOOTWEAR

1988 CONSUMER PURCHASES
(in thousands)

	Units	Average Price	Dollars	Percent Change vs. 1987 Units	Percent Change vs. 1987 Dollars
Aerobic Shoes	9,189	$35.54	$ 326,577	(25%)	(19%)
Baseball/Softball	3,090	28.62	88,435	(11)	(6)
Basketball Shoes	5,154	43.92	226,363	14	34
Bowling Shoes	1,572	31.98	50,272		26 (a)
Football Shoes			50,300		- (b)
Golf Shoes	2,867	44.55	127,724	(2)	(2)
Gym Shoes/Sneakers*	29,598	26.46	783,163	9	13
Hiking Shoes/Boots	2,429	50.36	122,324	(22)	(18)
Hunting Boots			67,000		- (a)(b)
Jogging/Running	11,793	39.00	459,927	(10)	(3)
Racquetball Shoes			29,438		(6)
Soccer Shoes	2,368	26.99	63,912	(17)	(12)
Tennis Shoes	11,807	29.86	352,557	(12)	(4)
Volleyball Shoes	2,368	34.71	82,193		10 (a)
Walking Shoes*	18,884	39.84	752,338	32	47
Workout/Fitness	5,222	36.32	189,663	(11)	(4)
Total			$3,772,186		7%

* These categories are based on consumer perception and may include footwear more accurately placed in other footwear categories.

AEROBIC SHOES

1988 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	16.8	$39.87
Specialty Athletic Footwear Stores	16.0	46.66
Specialty Sport Shops	2.4	42.82
Pro Shops	.7	*
Discount Stores	19.8	23.24
Department Stores	27.1	34.91
Family Footwear Stores	11.1	33.86
Mail Order	2.7	37.42
Other Outlets	3.4	33.90
Total	100.0	$35.54

1976-1988 CONSUMER PURCHASES
(in millions)

Year	Units	Dollars
1976	N.A.	N.A.
1977	N.A.	N.A.
1978	N.A.	N.A.
1979	N.A.	N.A.
1980	N.A.	N.A.
1981	N.A.	N.A.
1982	N.A.	9.7 (e)
1983	1.1	29.3
1984	1.9	53.9
1985	5.8	177.5
1986	10.8	332.8
1987	12.2	401.2
1988	9.2	326.6

ATHLETIC AND SPORT FOOTWEAR

BASEBALL/SOFTBALL SHOES

1988 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	40.7	$31.81
Specialty Athletic Footwear Stores	13.5	34.78
Specialty Sport Shops	4.4	*
Pro Shops	1.5	*
Discount Stores	19.6	21.06
Department Stores	6.5	*
Family Footwear Stores	10.5	23.10
Mail Order	--	--
Other Outlets	3.3	*
Total	100.0	$28.62

1976-1988 CONSUMER PURCHASES (in millions)

Year	Units	Dollars
1976	2.5	32.1 (c)
1977	2.8	38.2 (c)
1978	3.1	43.8 (c)
1979	2.7	45.0 (c)
1980	3.1	56.2
1981	2.7	57.6
1982	2.3	47.9
1983	3.2	65.9
1984	3.7	87.0
1985	4.0	102.9
1986	3.8	95.8
1987	3.5	94.5
1988	3.1	88.4

BASKETBALL SHOES

1988 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	24.4	$48.04
Specialty Athletic Footwear Stores	20.2	52.21
Specialty Sport Shops	4.4	*
Pro Shops	1.3	*
Discount Stores	12.7	27.86
Department Stores	17.8	40.94
Family Footwear Stores	13.2	38.67
Mail Order	1.3	*
Other Outlets	4.7	*
Total	100.0	$43.92

1976-1988 CONSUMER PURCHASES (in millions)

Year	Units	Dollars
1976	4.7	75.1 (c)
1977	5.0	83.6 (c)
1978	4.8	97.6 (c)
1979	5.2	118.7 (c)
1980	3.4	85.8
1981	2.9	80.3
1982	2.8	80.5
1983	4.0	119.2
1984	4.9	158.5
1985	5.6	185.4
1986	4.4	154.3
1987	4.5	169.3
1988	5.2	226.4

ATHLETIC AND SPORT FOOTWEAR

BOWLING SHOES

1988 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	15.0	$31.92
Specialty Athletic Footwear Stores	2.9	*
Specialty Sport Shops	8.7	*
Pro Shops	30.1	37.21
Discount Stores	32.8	24.32
Department Stores	3.5	*
Family Footwear Stores	3.5	*
Mail Order	--	--
Other Outlets	3.5	*
Total	100.0	$31.98

1976-1988 CONSUMER PURCHASES (in millions)

Year	Units	Dollars
1976	1.6	24.0 (c)
1977	1.7	26.3 (c)
1978	1.7	27.8 (c)
1979	1.8	32.6 (c)
1980	N.A.	32.6 (e)
1981	N.A.	33.0 (e)
1982	N.A.	32.0 (e)
1983	1.5	33.6
1984	N.A.	33.9 (e)
1985	N.A.	32.5 (e)
1986	1.3	34.5
1987	N.A.	40.0 (e)
1988	1.6	50.3

GOLF SHOES

1988 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	24.8	$44.47
Specialty Athletic Footwear Stores	1.6	*
Specialty Sport Shops	17.0	46.04
Pro Shops	29.4	49.92
Discount Stores	10.5	31.78
Department Stores	3.3	*
Family Footwear Stores	3.9	*
Mail Order	6.2	*
Other Outlets	3.3	*
Total	100.0	$44.55

1976-1988 CONSUMER PURCHASES (in millions)

Year	Units	Dollars
1976	2.4	64.9 (c)
1977	2.0	55.8 (c)
1978	1.6	47.8 (c)
1979	1.5	48.7 (c)
1980	N.A.	68.0 (e)
1981	1.9	78.4
1982	2.2	98.5
1983	2.5	115.3
1984	N.A.	109.6 (e)
1985	2.5	109.1
1986	N.A.	120.0 (e)
1987	2.9	130.2
1988	2.9	127.7

ATHLETIC AND SPORT FOOTWEAR

GYM SHOES/SNEAKERS

1988 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	8.0	$39.88
Specialty Athletic Footwear Stores	10.6	40.35
Specialty Sport Shops	1.7	39.57
Pro Shops	0.2	*
Discount Stores	29.0	17.19
Department Stores	22.8	26.39
Family Footwear Stores	21.2	24.99
Mail Order	1.6	30.90
Other Outlets	4.9	26.37
Total	100.0	$26.46

1976-1988 CONSUMER PURCHASES (in millions)

Year	Units	Dollars
1976	N.A.	N.A.
1977	N.A.	465.0 (e)
1978	42.1	511.9 (c)
1979	36.2	506.4 (c)
1980	29.4	464.9
1981	34.1	616.4
1982	33.5	658.8
1983	31.7	639.1
1984	32.1	669.3
1985	30.0	655.5
1986	29.5	642.4
1987	27.2	692.6
1988	29.6	783.2

HIKING SHOES/BOOTS

1988 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	14.6	$59.05
Specialty Athletic Footwear Stores	5.6	47.75
Specialty Sport Shops	9.7	76.50
Pro Shops	--	--
Discount Stores	20.1	31.79
Department Stores	17.7	43.61
Family Footwear Stores	18.1	46.40
Mail Order	7.6	61.00
Other Outlets	6.6	*
Total	100.0	$50.36

1976-1988 CONSUMER PURCHASES (in millions)

Year	Units	Dollars
1976	N.A.	46.0 (e)
1977	1.5	50.4 (c)
1978	1.2	44.4 (c)
1979	1.3	54.7 (c)
1980	2.1	92.2
1981	1.8	85.8
1982	N.A.	85.8 (e)
1983	N.A.	84.9 (e)
1984	N.A.	87.4 (e)
1985	2.4	97.6
1986	2.8	120.6
1987	3.1	149.8
1988	2.4	122.3

ATHLETIC AND SPORT FOOTWEAR

JOGGING/RUNNING SHOES

1988 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	22.0	$44.31
Specialty Athletic Footwear Stores	22.1	50.90
Specialty Sport Shops	3.0	46.52
Pro Shops	0.7	*
Discount Stores	16.0	26.00
Department Stores	17.7	32.35
Family Footwear Stores	12.4	31.59
Mail Order	2.6	48.48
Other Outlets	3.5	35.65
Total	100.0	$39.00

1976-1988 CONSUMER PURCHASES (in millions)

Year	Units	Dollars
1976	N.A.	N.A.
1977	9.0	147.0 (c)
1978	13.0	238.6 (c)
1979	14.0	304.0 (c)
1980	16.3	397.3
1981	13.7	372.1
1982	15.4	421.0
1983	19.0	556.7
1984	19.4	590.8
1985	17.6	572.0
1986	15.0	476.3
1987	13.1	474.9
1988	11.8	460.0

SOCCER SHOES

1988 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	45.0	$27.40
Specialty Athletic Footwear Stores	15.9	35.17
Specialty Sport Shops	5.8	*
Pro Shops	--	--
Discount Stores	15.9	17.70
Department Stores	4.2	*
Family Footwear Stores	10.1	*
Mail Order	0.5	*
Other Outlets	2.6	*
Total	100.0	$26.99

1976-1988 CONSUMER PURCHASES (in millions)

Year	Units	Dollars
1976	N.A.	N.A.
1977	N.A.	N.A.
1978	N.A.	N.A.
1979	3.5	51.5 (c)
1980	2.8	43.7
1981	2.2	43.1
1982	2.6	48.6
1983	3.1	64.7
1984	3.2	73.2
1985	2.9	67.6
1986	3.2	72.5
1987	2.9	72.7
1988	2.4	63.9

ATHLETIC AND SPORT FOOTWEAR

TENNIS SHOES

1988 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	15.0	$39.07
Specialty Athletic Footwear Stores	11.8	40.44
Specialty Sport Shops	1.7	*
Pro Shops	0.8	*
Discount Stores	25.0	19.74
Department Stores	24.2	28.96
Family Footwear Stores	16.5	28.02
Mail Order	1.1	*
Other Outlets	3.9	30.11
Total	100.0	$29.86

** Does not include tennis style sport shoes.

1976-1988 CONSUMER PURCHASES (in millions)

Year	Units	Dollars
1976	12.5	183.9 (c)**
1977	29.0	389.5 (c)
1978	22.5	309.9 (c)
1979	20.5	317.3 (c)
1980	19.6	359.1
1981	12.7	283.8
1982	12.4	286.6
1983	14.1	339.8
1984	14.8	371.2
1985	18.7	469.7
1986	16.4	416.8
1987	13.4	367.2
1988	11.8	352.5

VOLLEYBALL SHOES

1988 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	35.3	$36.46
Specialty Athletic Footwear Stores	14.7	*
Specialty Sport Shops	4.4	*
Pro Shops	1.5	*
Discount Stores	14.7	*
Department Stores	17.6	*
Family Footwear Stores	7.4	*
Mail Order	1.5	*
Other Outlets	2.9	*
Total	100.0	$34.71

1976-1988 CONSUMER PURCHASES (in millions)

Year	Units	Dollars
1976	N.A.	N.A.
1977	N.A.	N.A.
1978	N.A.	N.A.
1979	N.A.	N.A.
1980	N.A.	N.A.
1981	N.A.	N.A.
1982	N.A.	N.A.
1983	N.A.	N.A.
1984	N.A.	N.A.
1985	N.A.	N.A.
1986	N.A.	N.A.
1987	N.A.	74.7 (e)
1988	2.4	82.2

ATHLETIC AND SPORT FOOTWEAR

WALKING SHOES

1988 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	11.5	$41.99
Specialty Athletic Footwear Stores	13.6	48.10
Specialty Sport Shops	2.4	48.77
Pro Shops	0.5	*
Discount Stores	15.6	25.14
Department Stores	25.3	40.08
Family Footwear Stores	22.7	41.89
Mail Order	3.7	45.68
Other Outlets	4.7	42.24
Total	100.0	$39.84

1976-1988 CONSUMER PURCHASES (in millions)

Year	Units	Dollars
1976	N.A.	N.A.
1977	N.A.	N.A.
1978	N.A.	N.A.
1979	N.A.	N.A.
1980	N.A.	N.A.
1981	N.A.	N.A.
1982	N.A.	N.A.
1983	N.A.	N.A.
1984	N.A.	N.A.
1985	N.A.	263.2 (e)
1986	11.2	368.4
1987	14.3	511.5
1988	18.9	752.3

WORKOUT/FITNESS SHOES

1988 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	18.2	$39.18
Specialty Athletic Footwear Stores	19.2	44.89
Specialty Sport Shops	3.7	*
Pro Shops	0.8	*
Discount Stores	18.6	26.34
Department Stores	22.5	34.28
Family Footwear Stores	11.7	35.00
Mail Order	2.0	*
Other Outlets	3.3	*
Total	100.0	$36.32

1976-1988 CONSUMER PURCHASES (in millions)

Year	Units	Dollars
1976	N.A.	N.A.
1977	N.A.	N.A.
1978	N.A.	N.A.
1979	N.A.	N.A.
1980	N.A.	N.A.
1981	N.A.	N.A.
1982	N.A.	N.A.
1983	N.A.	N.A.
1984	N.A.	N.A.
1985	N.A.	116.0 (e)
1986	4.7	150.7
1987	5.9	197.0
1988	5.2	189.7

ATHLETIC & SPORT EQUIPMENT

ARCHERY BOWS

1988 CONSUMER PURCHASES
(in thousands)

	Units	Average Price	Dollars	Percent Change vs. 1987 Units	Percent Change vs. 1987 Dollars	
Bows	634	$136.14	$ 86,312		9%	(a)
Arrows			83,475		2	(a)(b)
Accessories			64,785		2	(a)(b)
Total			$234,572		5%	

Note: 1987 sales projections for archery has been revised.

ARCHERY BOWS

1988 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	27.2	$162.00
Specialty Sport Shops	23.4	*
Pro Shops	6.5	*
Discount Stores	15.6	*
Department Stores	6.5	*
Mail Order	9.1	*
Catalog Showrooms	1.3	*
Other Outlets	10.4	*
Total	100.0	$136.14

1976-1988 CONSUMER PURCHASES
(in millions)

Year	Units	Dollars	
1976	0.7	50.2	(c)
1977	0.7	50.3	(c)
1978	0.6	46.6	(c)
1979	0.7	52.7	(c)
1980	0.6	64.8	
1981	0.6	64.8	
1982	N.A.	68.8	(e)
1983	0.7	69.5	
1984	0.8	83.6	
1985	N.A.	78.1	(e)
1986	0.6	72.6	
1987	N.A.	79.1	(e)
1988	0.6	86.3	

BASEBALL AND SOFTBALL EQUIPMENT

1988 CONSUMER PURCHASES
(in thousands)

	Units	Average Price	Dollars	Percent Change vs. 1987 Units	Percent Change vs. 1987 Dollars	
Gloves/Mitts	3,779	$27.76	$104,905	(6%)	(8%)	
Baseballs			25,515		5	(a)(b)
Aluminum Bats			38,830		10	(a)(b)
Total			$169,250		(2)	

GLOVES/MITTS

1988 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	29.6	$37.60
Specialty Sport Shops	2.4	*
Pro Shops	1.0	*
Discount Stores	41.3	21.72
Department Stores	15.3	25.39
Mail Order	0.7	*
Catalog Showrooms	1.0	*
Other Outlets	8.7	22.36
Total	100.0	$27.76

1976-1988 CONSUMER PURCHASES
(in millions)

Year	Units	Dollars	
1976	3.9	65.1	(c)
1977	4.6	81.0	(c)
1978	4.0	73.7	(c)
1979	4.2	80.3	(c)
1980	4.0	92.2	
1981	3.3	92.0	
1982	3.4	85.6	
1983	3.6	96.7	
1984	4.0	101.5	
1985	4.4	122.0	
1986	4.6	123.4	
1987	4.0	113.7	
1988	3.8	104.9	

BASKETBALL EQUIPMENT

1988 CONSUMER PURCHASES
(in thousands)

	Units	Average Price	Dollars	Percent Change vs. 1987 Units	Percent Change vs. 1987 Dollars	
Basketballs	3,608	$16.71	$ 60,290	3%	10%	
Backboards			52,360		10	(a)(b)
Total			$112,650		10%	

BASKETBALLS

1988 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	22.3	$20.77
Specialty Sport Shops	1.4	*
Pro Shops	0.3	*
Discount Stores	51.2	14.91
Department Stores	14.7	17.65
Mail Order	0.3	*
Catalog Showrooms	3.8	*
Other Outlets	6.0	13.27
Total	100.0	$16.71

1976-1988 CONSUMER PURCHASES
(in millions)

Year	Units	Dollars	
1976	3.8	37.7	(c)
1977	4.4	45.1	(c)
1978	3.0	33.9	(c)
1979	3.2	40.4	(c)
1980	3.2	39.7	
1981	2.7	38.4	
1982	2.3	32.6	
1983	2.4	37.3	
1984	2.8	45.0	
1985	2.5	38.5	
1986	3.1	47.5	
1987	3.5	54.6	
1988	3.6	60.3	

BICYCLES

1988 CONSUMER PURCHASES
(in thousands)

	Units	Average Price	Dollars	Percent Change vs. 1987 Units	Percent Change vs. 1987 Dollars
10-12-15-18+ Speed Bicycles	4,247	$192.87	$819,119	(26%)	(12%)
Total			$819,119		(12%)

10-12-15-18+ SPEED BICYCLES

1988 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	4.2	$ *
Specialty Sport Shops	31.6	343.68
Pro Shops	1.9	*
Discount Stores	26.9	104.18
Department Stores	18.8	117.68
Mail Order	0.9	*
Catalog Showrooms	3.2	*
Other Outlets	12.5	129.00
Total	100.0	$192.87

1976-1988 CONSUMER PURCHASES
(in millions)

Year	Units	Dollars
1976	N.A.	N.A.
1977	N.A.	N.A.
1978	N.A.	N.A.
1979	N.A.	N.A.
1980	N.A.	N.A.
1981	N.A.	N.A.
1982	N.A.	655.6 (e)
1983	4.6	760.5
1984	4.7	764.7
1985	5.9	975.0
1986	6.1	1089.0
1987	5.8	930.0
1988	4.2	819.1

BOWLING ACCESSORIES

1988 CONSUMER PURCHASES
(in thousands)

	Units	Average Price	Dollars	Percent Change vs. 1987 Units	Dollars	
Balls	1,735	$56.97	$ 98,843	(17%)	-%	
Bags			30,500		-	(a)(b)
Total			$129,343		-%	

BOWLING BALLS

1988 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	10.2	$ *
Specialty Sport Shops	14.4	78.71
Pro Shops	41.9	72.66
Discount Stores	26.3	29.86
Department Stores	0.6	*
Mail Order	--	--
Catalog Showrooms	0.6	*
Other Outlets	6.0	*
Total	100.0	$56.97

1976-1988 CONSUMER PURCHASES
(in millions)

Year	Units	Dollars	
1976	2.2	59.6	(c)
1977	2.4	67.9	(c)
1978	2.3	66.5	(c)
1979	2.2	67.9	(c)
1980	2.4	80.1	
1981	2.3	80.4	
1982	2.0	77.7	
1983	2.0	78.7	
1984	2.0	80.4	
1985	1.8	80.2	
1986	N.A.	86.6	(e)
1987	2.1	98.9	
1988	1.7	98.8	

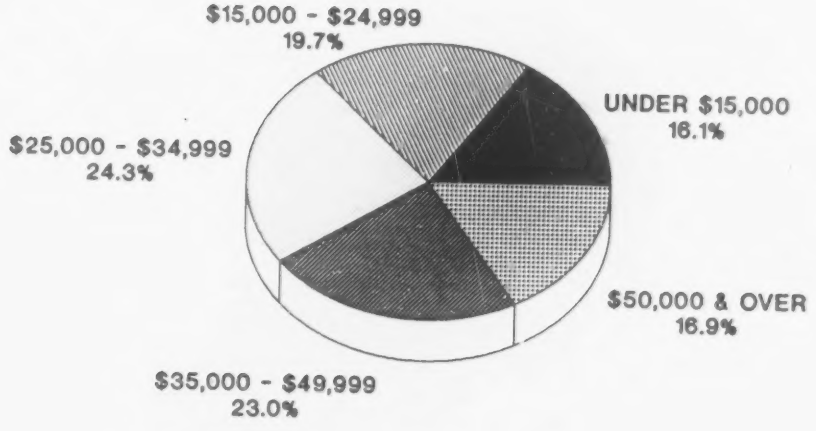
CAMPING EQUIPMENT

1988 CONSUMER PURCHASES
(in thousands)

	Units	Average Price	Dollars	Percent Change vs. 1987 Units	Dollars	
Backpacks	4,066	$ 30.20	$122,793	(5%)	12%	
Camp Stoves			36,300		3	(b)
Heaters	280	45.45	12,726		21	(a)
Ice Chests(1-Handle)			63,100		5	(b)
Ice Chests(2-Handles)			143,500		5	(b)
Jugs/Coolers			43,900		5	(b)
Lanterns(Battery)			21,400		7	(a)(b)
Lanterns(Gas/Propane)	1,326	27.12	35,961		(8)	(a)
Sleeping Bags	5,275	39.35	207,571	12	12	
Tents						
1-2 person	895	52.54	47,023	(13)	(9)	
3 person or more	1,592	107.79	171,602	(11)	2	
Total			$905,876		6%	

Note: 1987 sales projections for heaters has been revised.

TENTS - 3 PERSON OR MORE PURCHASES BY INCOME GROUP
(in Dollars)



CAMPING EQUIPMENT

BACKPACKS

1988 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	20.3	$50.15
Specialty Sport Shops	5.6	*
Pro Shops	--	--
Discount Stores	36.2	11.68
Department Stores	13.7	15.90
Mail order	8.2	59.72
Catalog Showrooms	3.9	*
Other Outlets	12.1	33.86
Total	100.0	$30.20

1976-1988 CONSUMER PURCHASES (in millions)

Year	Units	Dollars
1976	1.7	37.1 (c)
1977	1.6	36.0 (c)
1978	1.4	32.7 (c)
1979	1.6	40.5 (c)
1980	2.5	59.9
1981	2.6	79.2
1982	3.1	94.5
1983	3.0	95.9
1984	3.1	75.4
1985	4.3	90.5
1986	4.4	103.1
1987	4.3	109.3
1988	4.1	122.8

HEATERS (GAS/PROPANE)

1988 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	21.4	$ *
Specialty Sport Shops	--	--
Pro Shops	--	--
Discount Stores	39.4	*
Department Stores	21.4	*
Mail Order	7.1	*
Catalog Showrooms	7.1	*
Other Outlets	3.6	*
Total	100.0	$45.45

1976-1988 CONSUMER PURCHASES (in millions)

Year	Units	Dollars
1976	N.A.	7.9 (e)
1977	N.A.	7.5 (e)
1978	N.A.	9.2 (c)
1979	N.A.	9.2 (e)
1980	N.A.	9.8 (e)
1981	N.A.	9.2 (e)
1982	N.A.	9.8 (e)
1983	N.A.	9.8 (e)
1984	N.A.	10.3 (e)
1985	N.A.	10.5 (e)
1986	N.A.	11.0 (e)
1987	N.A.	11.6 (e)
1988	0.3	12.7

CAMPING EQUIPMENT

LANTERNS (GAS/PROPANE)

1988 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	19.4	$32.87
Specialty Sport Shops	1.9	*
Pro Shops	--	--
Discount Stores	54.3	25.32
Department Stores	13.5	26.24
Mail Order	0.6	*
Catalog Showrooms	4.5	*
Other Outlets	5.8	*
Total	100.0	$27.12

1976-1988 CONSUMER PURCHASES (in millions)

Year	Units	Dollars
1976	2.2	37.5 (c)
1977	2.3	38.2 (c)
1978	2.0	32.1 (c)
1979	2.1	38.5 (c)
1980	N.A.	42.4 (e)
1981	2.0	45.8
1982	1.7	36.9
1983	N.A.	36.9 (e)
1984	N.A.	38.7 (e)
1985	N.A.	35.3 (e)
1986	1.4	37.1
1987	N.A.	38.9 (e)
1988	1.3	36.0

SLEEPING BAGS

1988 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	12.9	$62.64
Specialty Sport Shops	2.7	*
Pro Shops	0.4	*
Discount Stores	37.4	30.28
Department Stores	27.8	29.23
Mail Order	4.3	*
Catalog Showrooms	6.7	*
Other Outlets	7.8	39.05
Total	100.0	$39.35

** Specifically includes slumber bags.

1976-1988 CONSUMER PURCHASES (in millions)

Year	Units	Dollars
1976	6.4	151.9 (c)
1977	5.1	130.8 (c)
1978	4.5	114.3 (c)
1979	4.0	103.5 (c)
1980	6.0	201.3
1981	4.6	176.9
1982	N.A.	211.6 (e)
1983	5.5	230.6
1984	4.5	166.8
1985	5.3	195.8 **
1986	4.5	180.9
1987	4.7	184.7
1988	5.3	207.6

CAMPING EQUIPMENT

TENTS (1-2 PERSON)

1988 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	19.8	$79.19
Specialty Sport Shops	1.9	*
Pro Shops	--	--
Discount Stores	37.8	29.98
Department Stores	22.6	55.04
Mail Order	9.4	*
Catalog Showrooms	2.8	*
Other Outlets	5.7	*
Total	100.0	$52.54

** Includes 3 person or more tents.

1976-1988 CONSUMER PURCHASES (in millions)

Year	Units	Dollars	
1976	1.7	120.9 **	(c)
1977	1.3	96.7 **	(c)
1978	1.5	109.7 **	(c)
1979	1.3	109.4 **	(c)
1980	1.8	181.5 **	
1981	1.8	183.5 **	
1982	2.1	217.2 **	
1983	2.4	238.9 **	
1984	1.0	65.3	
1985	1.1	52.6	
1986	1.2	58.0	
1987	1.0	51.4	
1988	0.9	47.0	

TENTS (3 PERSON OR MORE)

1988 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	27.4	$124.49
Specialty Sport Shops	6.0	*
Pro Shops	--	--
Discount Stores	31.2	65.63
Department Stores	22.4	117.31
Mail Order	4.5	*
Catalog Showrooms	3.5	*
Other Outlets	5.0	*
Total	100.0	$107.79

*** Combined with 1-2 person tents.

1976-1988 CONSUMER PURCHASES (in millions)

Year	Units	Dollars	
1976	***	***	(c)
1977	***	***	(c)
1978	***	***	(c)
1979	***	***	(c)
1980	***	***	
1981	***	***	
1982	***	***	
1983	***	***	
1984	1.5	155.9	
1985	1.4	138.6	
1986	1.7	160.0	
1987	1.8	169.0	
1988	1.6	171.6	

EXERCISE EQUIPMENT

1988 CONSUMER PURCHASES
(in thousands)

	Units	Average Price	Dollars	Percent Change vs. 1987 Units	Percent Change vs. 1987 Dollars	
Exercise Bicycles	3,109	$145.15	$451,271	11%	22%	
Multi-Purpose Home Gyms	512	359.97	184,305	(13)	(3)	
Rowing Machines	984	122.64	120,678	(19)	(18)	
Treadmills	601	469.88	282,398	107	139	
Cross-Country Ski Exercisers	1,052	151.21	159,073		20	
Barbells/Weight Sets	1,831	50.18	91,880	(8)	2	
Weight Benches	683	80.04	54,667	(17)	(23)	
Hand/Wrist/ Ankle Weights			31,150		-	(a)(b)
Jogging Trampolines			5,200		(20)	(a)(b)
Jump Ropes			13,000		-	(a)(b)
Spring Tension Exercisers			17,400		-	(a)(b)
Total			$1,411,022		18%	

BARBELLS/WEIGHT SETS

1988 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	23.7	$58.25
Specialty Sport Shops	4.3	*
Pro Shops	0.5	*
Discount Stores	40.8	32.41
Department Stores	15.6	60.45
Mail Order	1.6	*
Catalog Showrooms	8.1	*
Other Outlets	5.4	*
Total	100.0	$50.18

1976-1988 CONSUMER PURCHASES
(in millions)

Year	Units	Dollars	
1976	N.A.	N.A.	
1977	1.5	50.0	(c)
1978	1.7	57.0	(c)
1979	1.6	58.3	(c)
1980	2.9	134.6	
1981	2.7	135.1	
1982	2.8	111.5	
1983	3.0	141.7	
1984	3.0	113.5	
1985	2.7	116.1	
1986	2.2	95.6	
1987	2.0	90.3	
1988	1.8	91.9	

EXERCISE EQUIPMENT

CROSS-COUNTRY SKI EXERCISERS

1988 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	6.1	*
Specialty Sport Shops	0.9	*
Pro Shops	0.9	*
Discount Stores	12.3	*
Department Stores	14.9	*
Mail Order	56.1	$174.64
Catalog Showrooms	0.9	*
Other Outlets	7.9	*
Total	100.0	$151.21

1976-1988 CONSUMER PURCHASES (in millions)

Year	Units	Dollars
1976	N.A.	N.A.
1977	N.A.	N.A.
1978	N.A.	N.A.
1979	N.A.	N.A.
1980	N.A.	N.A.
1981	N.A.	N.A.
1982	N.A.	N.A.
1983	N.A.	N.A.
1984	N.A.	N.A.
1985	N.A.	N.A.
1986	N.A.	N.A.
1987	N.A.	132.6 (e)
1988	1.1	159.1

MULTI-PURPOSE HOME GYMS

1988 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	11.1	*
Specialty Sport Shops	3.2	*
Pro Shops	--	--
Discount Stores	14.3	*
Department Stores	28.6	*
Mail Order	30.1	*
Catalog Showrooms	4.8	*
Other Outlets	7.9	*
Total	100.0	$359.97

1976-1988 CONSUMER PURCHASES (in millions)

Year	Units	Dollars
1976	N.A.	N.A.
1977	N.A.	N.A.
1978	N.A.	N.A.
1979	N.A.	N.A.
1980	N.A.	N.A.
1981	N.A.	N.A.
1982	N.A.	130.0 (e)
1983	0.7	192.5
1984	1.0	216.8
1985	1.2	233.7
1986	0.8	231.3
1987	0.6	190.8
1988	0.5	184.3

EXERCISE EQUIPMENT

ROWING MACHINES

1988 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	11.9	$ *
Specialty Sport Shops	3.7	*
Pro Shops	0.9	*
Discount Stores	26.6	91.97
Department Stores	34.8	119.74
Mail Order	8.3	*
Catalog Showrooms	4.6	*
Other Outlets	9.2	*
Total	100.0	$122.64

1976-1988 CONSUMER PURCHASES (in millions)

Year	Units	Dollars	
1976	N.A.	N.A.	
1977	N.A.	N.A.	
1978	N.A.	N.A.	
1979	N.A.	N.A.	
1980	N.A.	N.A.	
1981	N.A.	N.A.	
1982	N.A.	23.0	(e)
1983	0.4	64.2	
1984	1.1	146.6	
1985	1.8	245.1	
1986	1.8	217.2	
1987	1.2	147.1	
1988	1.0	120.7	

STATIONARY EXERCISE BICYCLES

1988 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	9.0	$208.51
Specialty Sport Shops	4.9	*
Pro Shops	0.5	*
Discount Stores	30.5	85.71
Department Stores	31.7	139.40
Mail Order	5.9	145.04
Catalog Showrooms	8.5	102.64
Other Outlets	9.0	211.57
Total	100.0	$145.15

1976-1988 CONSUMER PURCHASES (in millions)

Year	Units	Dollars	
1976	N.A.	N.A.	
1977	0.6	43.2	(c)
1978	0.8	63.7	(c)
1979	0.8	78.2	(c)
1980	1.0	102.5	
1981	1.5	163.2	
1982	N.A.	221.4	(e)
1983	2.4	274.5	
1984	2.9	342.8	
1985	3.2	388.0	
1986	3.3	424.3	
1987	2.8	371.0	
1988	3.1	451.3	

EXERCISE EQUIPMENT

TREADMILLS

1988 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	4.2	*
Specialty Sport Shops	4.2	*
Pro Shops	--	--
Discount Stores	33.8	$263.67
Department Stores	36.7	545.88
Mail Order	7.0	*
Catalog Showrooms	4.2	*
Other Outlets	9.9	*
Total	100.0	$469.88

1976-1988 CONSUMER PURCHASES (in millions)

Year	Units	Dollars
1976	N.A.	N.A.
1977	N.A.	N.A.
1978	N.A.	N.A.
1979	N.A.	N.A.
1980	N.A.	N.A.
1981	N.A.	N.A.
1982	N.A.	38.0 (e)
1983	N.A.	42.3 (e)
1984	0.1	45.3
1985	N.A.	49.8 (e)
1986	0.3	85.3
1987	0.3	118.4
1988	0.6	282.4

WEIGHT BENCHES

1988 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	18.4	*
Specialty Sport Shops	6.6	*
Pro Shops	--	--
Discount Stores	39.4	*
Department Stores	13.2	$66.43
Mail Order	1.3	*
Catalog Showrooms	13.2	*
Other Outlets	7.9	*
Total	100.0	$80.04

1976-1988 CONSUMER PURCHASES (in millions)

Year	Units	Dollars
1976	N.A.	N.A.
1977	N.A.	N.A.
1978	N.A.	N.A.
1979	1.0	49.4 (c)
1980	N.A.	74.1 (e)
1981	N.A.	70.5 (e)
1982	1.1	76.1
1983	N.A.	91.3 (e)
1984	1.0	68.6
1985	0.9	76.2
1986	0.7	59.4
1987	0.8	70.9
1988	0.7	54.7

FIREARMS AND HUNTING EQUIPMENT

1988 CONSUMER PURCHASES
(in thousands)

	Units	Average Price	Dollars	Percent Change vs. 1987 Units	Dollars	
Rifles	1,233	$242.59	299,113	(8%)	3%	
Shotguns	1,005	256.54	$ 257,822	(3)	1	
Airguns			94,700		-	(a)(b)
Ammunition			659,670		10	(a)(b)
Folding Lockback Knives			58,400		-	(a)(b)
Handguns			381,700		5	(a)(b)
Hunting Clothing			93,400		-	(a)(b)
Reloading Equipment			49,000		-	(a)(b)
Total			$1,893,805		5%	

RIFLES

1988 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	34.5	$256.47
Specialty Sport Shops	16.8	349.26
Pro Shops	0.7	*
Discount Stores	17.5	182.56
Department Stores	3.6	*
Mail Order	3.6	*
Catalog Showrooms	2.9	*
Other Outlets	20.4	223.39
Total	100.0	$242.59

1976-1988 CONSUMER PURCHASES
(in millions)

Year	Units	Dollars	
1976	2.0	200.0	(c)
1977	1.9	249.5	(c)
1978	1.9	273.1	(c)
1979	1.9	275.9	(c)
1980	1.7	286.1	
1981	1.4	287.0	
1982	1.4	246.7	
1983	1.3	277.5	
1984	1.3	302.8	
1985	1.4	313.0	
1986	1.3	224.7	
1987	1.3	291.6	
1988	1.2	299.1	

FIREARMS AND HUNTING EQUIPMENT

SHOTGUNS

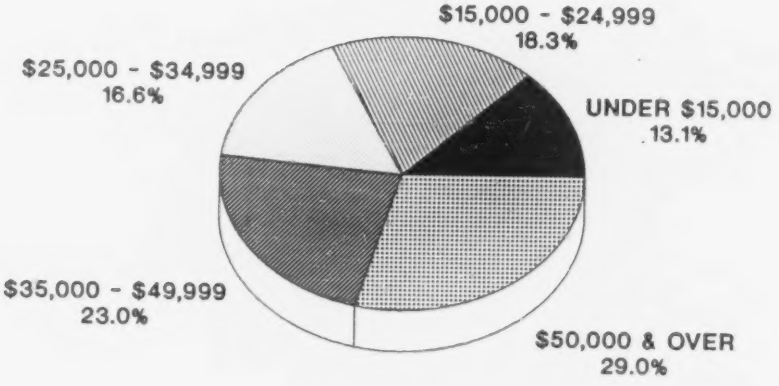
1988 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	34.7	$278.89
Specialty Sport Shops	15.9	*
Pro Shops	--	--
Discount Stores	19.6	210.62
Department Stores	6.5	*
Mail Order	0.9	*
Catalog Showrooms	5.6	*
Other Outlets	16.8	*
Total	100.0	$256.54

1976-1988 CONSUMER PURCHASES (in millions)

Year	Units	Dollars
1976	1.6	200.0 (c)
1977	1.6	240.3 (c)
1978	1.6	264.6 (c)
1979	1.5	285.3 (c)
1980	1.5	281.3
1981	1.3	252.0
1982	1.1	272.1
1983	1.2	270.7
1984	1.2	265.6
1985	1.3	278.1
1986	1.1	268.1
1987	1.0	254.1
1988	1.0	257.8

SHOTGUN PURCHASES BY INCOME GROUP
(in Dollars)



FISHING TACKLE

1988 CONSUMER PURCHASES
(in thousands)

	Units	Average Price	Dollars	Percent Change vs. 1987 Units	Percent Change vs. 1987 Dollars	
Rod - Reel Combinations	7,230	$35.22	$254,640	(8%)	(10%)	
Reels - Separate	3,963	31.17	123,527	(13)	(13)	
Rods - Separate			129,300		(10)	(a)(b)
Tackle Boxes			42,800		(5)	(a)(b)
Lures			169,500		-	(a)(b)
Lines, Terminal Tackle & Other Accessories			46,100		-	(a)(b)
Total			$765,867		(8%)	

REELS (SEPARATE)

1988 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	21.5	$41.24
Specialty Sport Shops	10.5	43.93
Pro Shops	1.6	*
Discount Stores	48.1	23.80
Department Stores	6.6	26.18
Mail Order	3.5	*
Catalog Showrooms	3.1	*
Other Outlets	5.1	*
Total	100.0	$31.17

1976-1988 CONSUMER PURCHASES
(in millions)

Year	Units	Dollars	
1976	7.2	113.4	(c)
1977	5.5	97.7	(c)
1978	5.3	102.7	(c)
1979	5.3	117.0	(c)
1980	4.2	93.2	
1981	4.1	113.5	
1982	N.A.	107.8	(e)
1983	N.A.	105.0	(e)
1984	4.1	118.7	
1985	3.9	108.2	
1986	4.3	122.5	
1987	4.6	142.0	
1988	4.0	123.5	

FISHING TACKLE

ROD-REEL COMBINATIONS

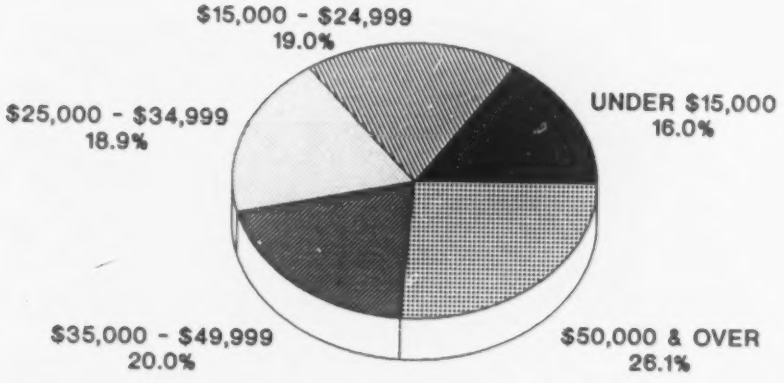
1988 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	16.3	$51.74
Specialty Sport Shops	4.0	*
Pro Shops	1.3	*
Discount Stores	54.4	28.09
Department Stores	9.1	29.47
Mail Order	6.2	53.21
Catalog Showrooms	2.8	*
Other Outlets	5.9	27.57
Total	100.0	$35.22

1976-1988 CONSUMER PURCHASES (in millions)

Year	Units	Dollars
1976	7.2	133.7 (c)
1977	8.5	176.0 (c)
1978	6.0	125.4 (c)
1979	5.0	139.6 (c)
1980	6.9	196.1
1981	7.3	245.7
1982	6.3	209.1
1983	N.A.	210.0 (e)
1984	6.0	181.6
1985	6.7	241.3
1986	8.7	283.2
1987	7.9	283.5
1988	7.2	254.6

ROD-REEL COMBINATIONS PURCHASES BY INCOME GROUP
(in Dollars)



GOLF EQUIPMENT

1988 CONSUMER PURCHASES
(in thousands)

	Units	Average Price	Dollars	Percent Change vs. 1987 Units	Dollars	
Clubs (Individual)	14,332	$41.27	$591,482	1%	2%	
Balls (Dozen)	15,927	14.66	233,490		3	(a)
Bags	1,984	57.01	113,108		(1)	(a)
Carts			25,100		-	(a)(b)
Total			$963,180		2%	

Note: 1987 sales projection for golf bags has been revised.

GOLF BAGS

1988 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	27.8	$57.95
Specialty Sport Shops	15.9	62.66
Pro Shops	18.4	82.95
Discount Stores	16.4	42.64
Department Stores	6.0	*
Mail Order	5.0	*
Catalog Showrooms	5.0	*
Other Outlets	5.5	*
Total	100.0	$57.01

1976-1988 CONSUMER PURCHASES
(in millions)

Year	Units	Dollars	
1976	1.4	43.2	(c)
1977	1.1	36.2	(c)
1978	1.0	34.2	(c)
1979	N.A.	38.3	(c)(e)
1980	N.A.	42.1	(e)
1981	N.A.	52.3	(e)
1982	1.3	62.7	
1983	N.A.	81.5	(e)
1984	N.A.	92.4	(e)
1985	1.8	105.3	
1986	N.A.	115.9	(e)
1987	N.A.	114.3	(e)
1988	2.0	113.1	

GOLF EQUIPMENT

GOLF BALLS

1988 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	23.7	$14.84
Specialty Sport Shops	15.5	15.50
Pro Shops	18.6	16.14
Discount Stores	28.9	13.46
Department Stores	3.9	*
Mail Order	1.3	*
Catalog Showrooms	3.4	--
Other Outlets	4.7	*
Total	100.0	$14.66

1976-1988 CONSUMER PURCHASES (in millions)

Year	Units (Dozen)	Dollars
1976	14.2	165.0 (c)
1977	12.6	149.5 (c)
1978	10.9	135.7 (c)
1979	11.0	131.4 (c)
1980	11.3	137.3
1981	11.1	143.3
1982	11.6	156.3
1983	N.A.	164.0 (e)
1984	11.2	156.2
1985	N.A.	196.0 (e)
1986	14.8	211.7
1987	N.A.	226.5 (e)
1988	15.9	233.5

SETS OF CLUBS

1988 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	14.4	$237.26
Specialty Sport Shops	21.5	343.67
Pro Shops	27.0	393.77
Discount Stores	12.2	145.34
Department Stores	5.1	*
Mail Order	.8	*
Catalog Showrooms	2.5	*
Other Outlets	16.5	198.74
Total	100.0	$278.67

1976-1988 CONSUMER PURCHASES (in millions)

Year	Units (Clubs)	Dollars
1976	12.1	239.6 (c)
1977	11.0	236.2 (c)
1978	9.1	200.7 (c)
1979	8.7	216.6 (c)
1980	7.5	194.5
1981	6.5	199.9
1982	7.8	255.7
1983	10.5	368.0
1984	10.3	361.7
1985	10.6	423.2
1986	12.4	477.1
1987	14.2	580.1
1988	14.3	591.5

HOCKEY EQUIPMENT AND ICE SKATES

1988 CONSUMER PURCHASES
(in thousands)

	Units	Average Price	Dollars	Percent Change vs. 1987 Units	Percent Change vs. 1987 Dollars
Hockey Skates			$25,500		(3%) (b)
Hockey Sticks	1,318	$13.56	17,872		(12) (a)
Figure Skates			28,400		(5) (a)(b)
Total			$71,772		(6%)

HOCKEY STICKS

1988 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	40.1	$ *
Specialty Sport Shops	4.4	*
Pro Shops	11.1	*
Discount Stores	24.4	*
Department Stores	6.7	*
Mail Order	--	--
Catalog Showrooms	4.4	*
Other Outlets	8.9	*
Total	100.0	$13.56

1976-1988 CONSUMER PURCHASES
(in millions)

Year	Units	Dollars
1976	N.A.	N.A.
1977	N.A.	N.A.
1978	N.A.	N.A.
1979	0.9	6.5 (c)
1980	N.A.	11.8 (e)
1981	N.A.	11.9 (e)
1982	1.2	11.3
1983	N.A.	13.2 (e)
1984	1.3	15.8
1985	N.A.	20.2 (e)
1986	1.1	21.2
1987	N.A.	20.2 (e)
1988	1.3	17.9

RACQUETBALL EQUIPMENT

1988 CONSUMER PURCHASES
(in thousands)

	Units	Average Price	Dollars	Percent Change vs. 1987 Units	Percent Change vs. 1987 Dollars	
Racquets	851	$47.32	$40,269	(25%)	(12%)	
Balls (Can of 2)			19,500		-	(a)(b)
Total			$59,769		(9%)	

RACQUETBALL RACQUETS

1988 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	41.1	$48.00
Specialty Sport Shops	10.0	*
Pro Shops	5.0	*
Discount Stores	23.8	*
Department Stores	8.8	*
Mail Order	2.5	*
Catalog Showrooms	2.5	*
Other Outlets	6.3	*
Total	100.0	$47.32

1976-1988 CONSUMER PURCHASES
(in millions)

Year	Units	Dollars	
1976	0.8	14.1	(c)
1977	1.9	34.3	(c)
1978	2.7	50.7	(c)
1979	4.0	82.5	(c)
1980	2.8	65.8	
1981	2.6	69.8	
1982	1.8	49.5	
1983	1.6	51.9	
1984	1.3	49.5	
1985	1.2	44.0	
1986	1.2	41.6	
1987	1.1	45.9	
1988	0.9	40.3	

SNOW SKIING EQUIPMENT

1988 CONSUMER PURCHASES
(in thousands)

	Units	Average Price	Dollars	Percent Change vs. 1987 Units	Dollars	
Cross-Country						
Skis	505	$147.21	$ 74,341	11%	34%	
Boots			46,000		15	(a)(b)
Bindings			21,600		15	(a)(b)
Poles			18,900		15	(a)(b)
Total Cross-Country			$160,841		23%	
Downhill						
Skis	935	$268.66	$251,197	(1%)	13%	
Boots			224,400		10	(a)(b)
Bindings			94,800		10	(a)(b)
Poles			20,350		10	(a)(b)
Total Downhill			$590,747		11%	
Total			$751,588		14%	

CROSS-COUNTRY SKIS

1988 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	50.0	$144.52
Specialty Sport Shops	40.4	*
Pro Shops	2.4	*
Discount Stores	--	--
Department Stores	2.4	*
Mail Order	2.4	*
Catalog Showrooms	2.4	*
Other Outlets	--	--
Total	100.0	$147.21

*** Combined with downhill skis.

1976-1988 CONSUMER PURCHASES
(in millions)

Year	Units	Dollars	
1976	***	***	(c)
1977	***	***	(c)
1978	0.9	59.6	(c)
1979	0.9	70.6	(c)
1980	0.6	48.0	
1981	0.4	35.3	
1982	0.4	35.4	
1983	0.4	37.0	
1984	0.4	44.8	
1985	0.5	55.2	
1986	0.5	51.7	
1987	0.5	55.6	
1988	0.5	74.3	

SNOW SKIING EQUIPMENT

DOWNHILL SKIS

1988 CONSUMER PURCHASES

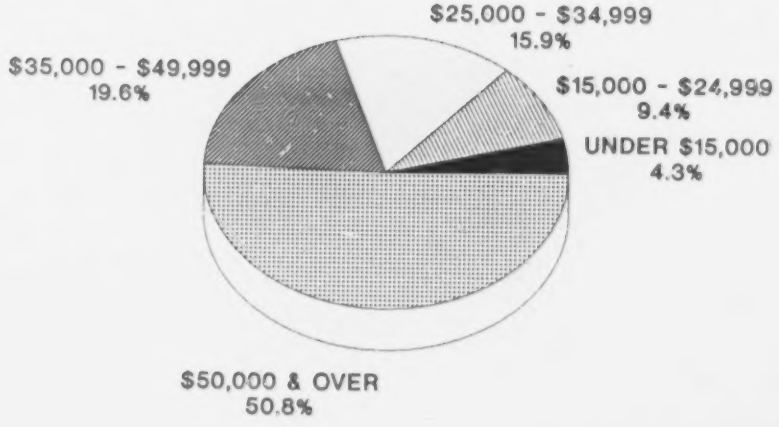
Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	43.2	$291.06
Specialty Sport Shops	38.2	271.42
Pro Shops	6.2	*
Discount Stores	2.5	*
Department Stores	--	--
Mail Order	--	--
Catalog Showrooms	--	--
Other Outlets	9.9	*
Total	100.0	$268.66

** Includes cross-country skis.

1976-1988 CONSUMER PURCHASES
(in millions)

Year	Units	Dollars
1976	1.2	139.5 (c)**
1977	1.4	151.2 (c)**
1978	1.0	120.0 (c)
1979	0.9	119.1 (c)
1980	0.7	117.6
1981	0.6	91.6
1982	0.6	96.2
1983	0.7	115.6
1984	0.9	153.2
1985	0.9	186.1
1986	0.9	204.5
1987	0.9	221.9
1988	0.9	251.2

DOWNHILL SKI PURCHASES BY INCOME GROUP
(in Dollars)



SOCCER EQUIPMENT

1988 CONSUMER PURCHASES
(in thousands)

	Units	Average Price	Dollars	Percent Change vs. 1987 Units	Percent Change vs. 1987 Dollars
Balls	2,146	$13.64	$29,271	(9%)	(8%)
Total			$29,271		(8%)

SOCCER BALLS

1988 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	24.8	$16.77
Specialty Sport Shops	3.7	*
Pro Shops	0.5	*
Discount Stores	42.1	12.00
Department Stores	14.0	13.10
Mail Order	0.9	*
Catalog Showrooms	2.3	*
Other Outlets	11.7	12.24
Total	100.0	$13.64

1976-1988 CONSUMER PURCHASES
(in millions)

Year	Units	Dollars
1976	N.A.	N.A.
1977	1.4	13.8 (c)
1978	1.9	21.8 (c)
1979	2.1	24.1 (c)
1980	2.6	29.4
1981	2.2	28.3
1982	2.2	32.0
1983	2.1	30.4
1984	2.4	33.5
1985	2.0	27.7
1986	2.2	29.1
1987	2.4	31.9
1988	2.1	29.3

TENNIS EQUIPMENT

1988 CONSUMER PURCHASES
(in thousands)

	Units	Average Price	Dollars	Percent Change vs. 1987 Units	Percent Change vs. 1987 Dollars	
Tennis Rackets	2,275	$66.88	$152,152	(3%)	16%	
Tennis Balls- (Cans of 3-4)			106,600		-	(b)
Total			$258,752		9%	

TENNIS RACKETS

1988 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	40.9	$ 68.29
Specialty Sport Shops	14.2	103.17
Pro Shops	7.1	*
Discount Stores	20.1	35.38
Department Stores	4.1	*
Mail Order	5.9	*
Catalog Showrooms	1.2	*
Other Outlets	6.5	*
Total	100.0	$66.88

1976-1988 CONSUMER PURCHASES
(in millions)

Year	Units	Dollars	
1976	8.6	183.7	(c)
1977	8.3	174.7	(c)
1978	4.9	137.0	(c)
1979	4.1	125.4	(c)
1980	3.4	121.8	
1981	3.0	131.6	
1982	3.0	157.4	
1983	3.0	170.1	
1984	2.7	185.9	
1985	2.5	160.3	
1986	2.1	133.3	
1987	2.3	131.0	
1988	2.3	152.2	

VOLLEYBALLS AND BADMINTON SETS

1988 CONSUMER PURCHASES
(in thousands)

	Units	Average Price	Dollars	Percent Change vs. 1987 Units	Dollars	
Badminton Sets			$11,000		-%	(a)(b)
Volleyballs	1,148	$17.45	20,032	-	9	(a)
Total			$31,032		6%	

VOLLEYBALLS

1988 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	20.8	$24.48
Specialty Sport Shops	3.1	*
Pro Shops	0.8	*
Discount Stores	50.6	14.36
Department Stores	15.4	16.40
Mail Order	3.1	*
Catalog Showrooms	3.1	*
Other Outlets	3.1	*
Total	100.0	$17.45

1976-1988 CONSUMER PURCHASES
(in millions)

Year	Units	Dollars	
1976	N.A.	N.A.	
1977	1.3	10.6	(c)
1978	N.A.	11.7	(c)(e)
1979	1.0	11.4	(c)
1980	N.A.	10.7	(e)
1981	N.A.	10.1	(e)
1982	0.6	9.5	
1983	N.A.	N.A.	
1984	N.A.	16.0	(e)
1985	N.A.	16.8	(e)
1986	1.1	16.8	
1987	N.A.	18.3	(e)
1988	1.1	20.0	

DEMOGRAPHIC DISTRIBUTION OF 1988 CONSUMER PURCHASES

The tables on the following pages show the demographic distribution of dollar purchases of each product included in the survey. The breakdown of total U.S. households is shown for comparison.

The states in the geographic regions are:

New England	Middle Atlantic	East North Central	West North Central	South Atlantic	East South Central	West South Central	Mountain	Pacific
CT	NJ	IL	IA	DE	AL	AR	AZ	CA
ME	NY	IN	KS	FL	KY	LA	CO	OR
MA	PA	MI	MN	GA	MS	OK	ID	WA
NH		OH	MO	MD	TN	TX	MT	
RI		WI	NE	NC			NV	
VT			ND	SC			NM	
			SD	VA			UT	
				WV			WY	
				Wash D.C.				

DEMOGRAPHIC DISTRIBUTION OF 1988 CONSUMER PURCHASES

		-Athletic & Sport Clothing-		
	Total U.S.	Bathing Suits	Leotards/ Body Suits	Skiwear
Age of User	%	%	%	%
Under 14	20.2	9.2	14.7	7.7
14 to 17	5.9	8.8	8.4	10.4
18 to 24	11.2	9.0	11.3	14.5
25 to 34	17.8	24.0	25.2	31.7
35 to 44	14.1	24.0	29.7	21.9
45 to 64	18.5	20.4	10.3	12.0
65 & Older	12.3	4.6	.4	1.8
Multiple Ages Reported	--	--	--	--
Total	100.0	100.0	100.0	100.0
Sex of User				
Male	48.8	14.8	9.5	63.7
Female	51.2	85.2	90.5	36.3
Household Use	--	--	--	--
Total	100.0	100.0	100.0	100.0
Annual Household Income				
Under $15,000	28.4	9.1	10.2	3.1
$15,000 - $24,999	19.3	12.4	12.5	8.7
$25,000 - $34,999	17.0	16.5	17.1	16.7
$35,000 - $49,999	17.0	25.8	24.4	23.1
$50,000 & Over	18.3	36.2	35.8	48.4
Total	100.0	100.0	100.0	100.0
Education of Head of Household				
Less than High School	14.5	4.4	3.4	3.5
High School	31.0	20.1	17.7	12.6
Some College	25.7	28.1	30.6	31.0
College Graduate	28.8	47.4	48.3	52.9
Total	100.0	100.0	100.0	100.0
Geographic Region				
New England	5.4	6.4	5.1	13.1
Middle Atlantic	15.6	20.8	18.8	24.2
East North Central	17.2	16.0	13.8	9.8
West North Central	7.4	5.9	7.1	4.4
South Atlantic	17.6	17.7	16.5	10.0
East South Central	6.3	3.7	2.2	1.3
West South Central	10.8	9.4	14.0	4.7
Mountain	5.4	5.4	4.7	11.5
Pacific	14.3	14.7	17.8	21.0
Total	100.0	100.0	100.0	100.0

DEMOGRAPHIC DISTRIBUTION OF 1988 CONSUMER PURCHASES

		-Athletic & Sport Clothing-		
	Total U.S.	Sweat Pants	Sweat Shirts/ Tops	Tennis Clothing
Age of User	%	%	%	%
Under 14	20.2	11.8	8.9	.6
14 to 17	5.9	10.5	9.2	2.0
18 to 24	11.2	12.0	15.0	2.2
25 to 34	17.8	25.8	23.2	19.6
35 to 44	14.1	18.3	20.0	26.6
45 to 64	18.5	18.2	18.7	44.0
65 & Older	12.3	3.4	5.0	5.0
Multiple Ages Reported	--	--	--	--
Total	100.0	100.0	100.0	100.0
Sex of User				
Male	48.8	52.9	48.7	55.2
Female	51.2	47.1	51.3	44.8
Household Use	--	--	--	--
Total	100.0	100.0	100.0	100.0
Annual Household Income				
Under $15,000	28.4	12.0	12.3	5.0
$15,000 - $24,999	19.3	15.5	16.1	9.2
$25,000 - $34,999	17.0	19.1	17.3	6.5
$35,000 - $49,999	17.0	21.0	20.8	13.8
$50,000 & Over	18.3	32.4	33.5	65.5
Total	100.0	100.0	100.0	100.0
Education of Head of Household				
Less than High School	14.5	6.2	7.1	1.6
High School	31.0	24.0	23.9	9.3
Some College	25.7	29.7	27.3	29.7
College Graduate	28.8	40.1	41.7	59.4
Total	100.0	100.0	100.0	100.0
Geographic Region				
New England	5.4	6.0	5.9	4.5
Middle Atlantic	15.6	19.2	16.7	25.1
East North Central	17.2	19.2	20.3	5.9
West North Central	7.4	6.8	7.5	1.4
South Atlantic	17.6	16.6	15.4	25.2
East South Central	6.3	5.6	5.6	3.5
West South Central	10.8	7.6	8.9	15.3
Mountain	5.4	5.2	5.4	1.5
Pacific	14.3	13.8	14.3	17.6
Total	100.0	100.0	100.0	100.0

DEMOGRAPHIC DISTRIBUTION OF 1988 CONSUMER PURCHASES

		------Athletic Footwear-----		
	Warm-up Suits	Aerobic Shoes	Baseball/ Softball Shoes	Basket-ball Shoes
Age of User	%	%	%	%
Under 14	5.0	4.9	36.2	22.5
14 to 17	4.6	5.0	22.4	32.3
18 to 24	9.4	10.2	9.8	13.8
25 to 34	18.6	35.4	19.9	20.3
35 to 44	21.9	23.5	7.4	6.6
45 to 64	31.6	15.7	3.2	3.8
65 & Older	8.9	5.3	1.1	.7
Multiple Ages Reported	--	--	--	--
Total	100.0	100.0	100.0	100.0
Sex of User				
Male	49.8	16.6	88.5	87.6
Female	50.2	83.4	11.5	12.4
Household Use	--	--	--	--
Total	100.0	100.0	100.0	100.0
Annual Household Income				
Under $15,000	9.0	15.2	12.3	15.6
$15,000 - $24,999	11.3	15.2	13.8	16.7
$25,000 - $34,999	15.6	20.1	18.4	16.4
$35,000 - $49,999	21.8	23.1	25.9	27.2
$50,000 & Over	42.3	26.4	29.6	24.1
Total	100.0	100.0	100.0	100.0
Education of Head of Household				
Less than High School	6.5	6.7	6.7	4.9
High School	19.4	22.8	27.2	26.3
Some College	27.4	28.7	32.4	31.6
College Graduate	46.7	41.8	33.7	37.2
Total	100.0	100.0	100.0	100.0
Geographic Region				
New England	4.9	6.7	7.0	8.7
Middle Atlantic	15.9	16.5	13.6	16.0
East North Central	16.5	16.7	15.4	19.2
West North Central	6.0	5.7	9.6	7.5
South Atlantic	18.9	16.8	13.7	12.2
East South Central	5.2	3.7	6.8	6.0
West South Central	11.5	10.1	11.8	9.3
Mountain	4.1	6.2	6.2	5.4
Pacific	17.0	17.6	15.9	15.7
Total	100.0	100.0	100.0	100.0

DEMOGRAPHIC DISTRIBUTION OF 1988 CONSUMER PURCHASES

		-----Athletic Footwear-----		
	Total U.S.	Bowling Shoes	Golf Shoes	Gym Shoes/ Sneakers
Age of User	%	%	%	%
Under 14	20.2	3.3	.6	32.8
14 to 17	5.9	2.4	1.8	17.7
18 to 24	11.2	7.7	1.7	9.4
25 to 34	17.8	27.6	18.4	15.9
35 to 44	14.1	24.8	17.4	10.8
45 to 64	18.5	25.1	40.9	10.1
65 & Older	12.3	9.1	19.2	3.3
Multiple Ages Reported	--	--	--	--
Total	100.0	100.0	100.0	100.0
Sex of User				
Male	48.8	55.9	76.0	58.0
Female	51.2	44.1	24.0	42.0
Household Use	--	--	--	--
Total	100.0	100.0	100.0	100.0
Annual Household Income				
Under $15,000	28.4	14.0	6.6	18.1
$15,000 - $24,999	19.3	19.6	9.2	17.2
$25,000 - $34,999	17.0	21.3	14.9	18.4
$35,000 - $49,999	17.0	26.4	24.7	22.3
$50,000 & Over	18.3	18.7	44.6	24.0
Total	100.0	100.0	100.0	100.0
Education of Head of Household				
Less than High School	14.5	12.7	1.6	9.3
High School	31.0	35.4	21.4	29.3
Some College	25.7	26.0	31.2	29.4
College Graduate	28.8	25.9	45.8	32.0
Total	100.0	100.0	100.0	100.0
Geographic Region				
New England	5.4	3.7	7.6	7.7
Middle Atlantic	15.6	23.9	13.0	22.6
East North Central	17.2	19.2	15.4	17.5
West North Central	7.4	6.6	4.1	6.4
South Atlantic	17.6	18.7	17.5	14.7
East South Central	6.3	3.3	7.1	4.4
West South Central	10.8	6.2	11.1	8.3
Mountain	5.4	3.9	4.8	5.4
Pacific	14.3	14.5	19.4	13.0
Total	100.0	100.0	100.0	100.0

DEMOGRAPHIC DISTRIBUTION OF 1988 CONSUMER PURCHASES

	Athletic Footwear			
	Hiking Shoes/ Boots	Jogging/ Running Shoes	Soccer Shoes	Tennis Shoes
Age of User	%	%	%	%
Under 14	4.8	5.3	54.8	14.2
14 to 17	4.0	9.5	26.4	12.4
18 to 24	9.9	11.9	8.0	13.1
25 to 34	30.3	26.5	4.5	22.8
35 to 44	19.2	24.7	4.9	15.7
45 to 64	25.4	17.0	1.1	17.4
65 & Older	6.4	5.1	.3	4.4
Multiple Ages Reported	--	--	--	--
Total	100.0	100.0	100.0	100.0
Sex of User				
Male	76.1	66.1	87.8	57.3
Female	23.9	33.9	12.2	42.7
Household Use	--	--	--	--
Total	100.0	100.0	100.0	100.0
Annual Household Income				
Under $15,000	13.6	12.7	6.5	15.7
$15,000 - $24,999	17.9	13.2	13.7	14.9
$25,000 - $34,999	18.7	19.1	14.9	17.8
$35,000 - $49,999	21.3	24.2	22.6	20.7
$50,000 & Over	28.5	30.8	42.3	30.9
Total	100.0	100.0	100.0	100.0
Education of Head of Household				
Less than High School	7.0	4.0	4.0	7.5
High School	24.3	19.6	13.6	24.4
Some College	27.9	27.5	23.1	23.7
College Graduate	40.8	48.9	59.3	44.4
Total	100.0	100.0	100.0	100.0
Geographic Region				
New England	5.4	5.8	7.6	3.6
Middle Atlantic	18.5	14.8	17.4	12.4
East North Central	12.1	15.8	16.8	16.6
West North Central	4.4	7.2	2.8	6.6
South Atlantic	16.1	15.8	12.8	21.0
East South Central	4.2	5.2	3.9	7.1
West South Central	9.5	10.3	11.5	12.8
Mountain	9.8	5.9	9.4	4.1
Pacific	20.0	19.2	17.8	15.8
Total	100.0	100.0	100.0	100.0

DEMOGRAPHIC DISTRIBUTION OF 1988 CONSUMER PURCHASES

		-----Athletic Footwear-----		
	Total U.S.	Volley -ball Shoes	Walking Shoes	Workout/ Fitness Shoes
Age of User	%	%	%	%
Under 14	20.2	8.3	2.7	4.2
14 to 17	5.9	32.4	2.0	6.9
18 to 24	11.2	10.2	3.0	11.9
25 to 34	17.8	27.4	16.6	29.7
35 to 44	14.1	13.5	19.1	21.6
45 to 64	18.5	8.2	38.6	19.5
65 & Older	12.3	--	18.0	6.2
Multiple Ages Reported	--	--	--	--
Total	100.0	100.0	100.0	100.0
Sex of User				
Male	48.8	35.6	38.6	50.8
Female	51.2	64.4	61.4	49.2
Household Use	--	--	--	--
Total	100.0	100.0	100.0	100.0
Annual Household Income				
Under $15,000	28.4	9.0	19.1	11.9
$15,000 - $24,999	19.3	10.8	16.3	16.8
$25,000 - $34,999	17.0	21.3	16.0	16.0
$35,000 - $49,999	17.0	37.1	20.6	23.7
$50,000 & Over	18.3	21.8	28.0	31.6
Total	100.0	100.0	100.0	100.0
Education of Head of Household				
Less than High School	14.5	5.9	9.0	4.3
High School	31.0	23.3	27.5	19.8
Some College	25.7	29.4	26.3	28.4
College Graduate	28.8	41.4	37.2	47.5
Total	100.0	100.0	100.0	100.0
Geographic Region				
New England	5.4	3.2	5.1	4.0
Middle Atlantic	15.6	16.9	15.2	18.5
East North Central	17.2	20.8	17.1	17.1
West North Central	7.4	12.8	7.6	7.4
South Atlantic	17.6	3.6	17.8	14.0
East South Central	6.3	8.4	6.1	5.4
West South Central	10.8	6.7	10.2	11.7
Mountain	5.4	9.4	5.2	4.9
Pacific	14.3	18.2	15.7	17.0
Total	100.0	100.0	100.0	100.0

DEMOGRAPHIC DISTRIBUTION OF 1988 CONSUMER PURCHASES

	Archery Bows	Baseball Gloves/ Mitts	Basket -balls	Bicycles 10-12-15-18+ Speed
Age of User	%	%	%	%
Under 14	8.0	36.9	44.0	14.3
14 to 17	8.3	11.1	17.0	6.2
18 to 24	12.4	8.9	9.4	12.2
25 to 34	20.7	19.5	15.4	24.5
35 to 44	29.5	8.0	7.5	17.7
45 to 64	19.2	1.0	1.2	8.3
65 & Older	--	--	.4	2.3
Multiple Ages Reported	1.9	14.6	5.1	14.5
Total	100.0	100.0	100.0	100.0
Sex of User				
Male	78.3	75.8	80.1	59.1
Female	20.2	16.5	15.6	30.0
Household Use	1.5	7.7	4.3	10.9
Total	100.0	100.0	100.0	100.0
Annual Household Income				
Under $15,000	17.5	12.4	13.8	11.8
$15,000 - $24,999	23.4	17.5	14.3	17.4
$25,000 - $34,999	23.8	20.3	19.6	21.4
$35,000 - $49,999	16.8	22.5	22.0	22.5
$50,000 & Over	18.5	27.3	30.3	26.9
Total	100.0	100.0	100.0	100.0
Education of Head of Household				
Less than High School	9.6	5.1	5.8	6.3
High School	49.9	26.4	20.5	19.6
Some College	29.9	28.0	26.8	30.2
College Graduate	10.6	40.5	46.9	43.9
Total	100.0	100.0	100.0	100.0
Geographic Region				
New England	.9	5.0	6.0	5.5
Middle Atlantic	12.2	18.3	18.1	13.8
East North Central	31.7	16.2	16.2	16.8
West North Central	6.3	8.4	6.9	9.0
South Atlantic	16.4	13.9	11.4	12.8
East South Central	3.4	3.6	6.5	3.8
West South Central	9.4	10.6	11.2	5.7
Mountain	7.3	3.5	7.0	11.3
Pacific	12.4	20.5	16.7	21.3
Total	100.0	100.0	100.0	100.0

DEMOGRAPHIC DISTRIBUTION OF 1988 CONSUMER PURCHASES

			-------Camping--------	
	Total U.S.	Bowling Balls	Backpacks	Camping Heaters (Gas/Propane)
Age of User	%	%	%	%
Under 14	20.2	5.6	17.5	--
14 to 17	5.9	3.5	7.9	2.2
18 to 24	11.2	7.4	11.5	6.4
25 to 34	17.8	21.0	24.8	30.1
35 to 44	14.1	25.2	13.3	19.9
45 to 64	18.5	24.5	9.2	28.4
65 & Older	12.3	5.1	1.2	6.2
Multiple Ages Reported	--	7.7	14.6	6.8
Total	100.0	100.0	100.0	100.0
Sex of User				
Male	48.8	55.9	64.7	88.8
Female	51.2	34.0	29.4	8.4
Household Use	--	10.1	5.9	2.8
Total	100.0	100.0	100.0	100.0
Annual Household Income				
Under $15,000	28.4	14.0	18.6	16.3
$15,000 - $24,999	19.3	19.3	14.8	10.6
$25,000 - $34,999	17.0	17.4	15.3	22.6
$35,000 - $49,999	17.0	26.0	24.4	27 8
$50,000 & Over	18.3	23.3	26.9	22.7
Total	100.0	100.0	100.0	100.0
Education of Head of Household				
Less than High School	14.5	11.0	4.9	13.0
High School	31.0	32.6	17.2	31.9
Some College	25.7	29.5	30.9	26.9
College Graduate	28.8	26.9	47.0	28.2
Total	100.0	100.0	100.0	100.0
Geographic Region				
New England	5.4	4.8	7.5	1.4
Middle Atlantic	15.6	17.5	20.7	17.5
East North Central	17.2	22.9	8.8	10.0
West North Central	7.4	7.3	5.5	4.6
South Atlantic	17.6	13.7	7.0	6.8
East South Central	6.3	3.9	6.0	10.7
West South Central	10.8	12.4	11.4	15.3
Mountain	5.4	8.6	4.5	19.1
Pacific	14.3	8.9	28.6	14.6
Total	100.0	100.0	100.0	100.0

DEMOGRAPHIC DISTRIBUTION OF 1988 CONSUMER PURCHASES

	Camping			
	Lanterns (Gas/ Propane)	Sleeping Bags	Tents- 1-2 Person	Tents- 3 Person or More
Age of User	%	%	%	%
Under 14	1.2	16.1	13.2	5.6
14 to 17	3.3	4.0	.6	1.7
18 to 24	8.6	5.9	11.2	5.1
25 to 34	36.9	18.6	35.0	32.3
35 to 44	21.0	18.5	19.2	23.9
45 to 64	22.9	7.3	10.5	11.3
65 & Older	2.3	2.1	.6	1.0
Multiple Ages Reported	3.8	27.5	9.7	19.1
Total	100.0	100.0	100.0	100.0
Sex of User				
Male	77.8	54.4	67.3	53.1
Female	14.9	23.8	19.4	27.5
Household Use	7.3	21.8	13.3	19.4
Total	100.0	100.0	100.0	100.0
Annual Household Income				
Under $15,000	18.3	16.7	17.3	16.1
$15,000 - $24,999	21.9	14.6	23.2	19.7
$25,000 - $34,999	18.8	18.7	19.4	24.3
$35,000 - $49,999	24.2	18.5	14.4	23.0
$50,000 & Over	16.8	31.5	25.7	16.9
Total	100.0	100.0	100.0	100.0
Education of Head of Household				
Less than High School	13.5	5.9	4.7	6.6
High School	27.7	22.1	32.1	22.9
Some College	28.4	31.6	23.6	34.9
College Graduate	30.4	40.4	39.6	35.6
Total	100.0	100.0	100.0	100.0
Geographic Region				
New England	2.9	4.7	2.6	5.7
Middle Atlantic	12.3	18.7	12.8	13.8
East North Central	16.9	16.7	17.6	22.4
West North Central	4.5	4.0	8.7	4.1
South Atlantic	9.8	9.4	14.1	11.1
East South Central	7.4	6.7	8.2	4.7
West South Central	13.4	7.0	7.8	9.5
Mountain	7.3	8.2	7.0	8.5
Pacific	25.5	24.6	21.2	20.2
Total	100.0	100.0	100.0	100.0

DEMOGRAPHIC DISTRIBUTION OF 1988 CONSUMER PURCHASES

		------Exercise Equipment------		
	Total U.S.	Barbells/ Weight Sets	Cross-Country Ski Exercisers	Exercise Bicycles
Age of User	%	%	%	%
Under 14	20.2	6.1	.2	2.0
14 to 17	5.9	16.7	.6	1.5
18 to 24	11.2	14.7	.7	4.2
25 to 34	17.8	33.5	15.0	20.9
35 to 44	14.1	15.5	20.6	21.6
45 to 64	18.5	7.4	39.0	32.1
65 & Older	12.3	1.9	7.7	14.1
Multiple Ages Reported	--	4.2	16.2	3.6
Total	100.0	100.0	100.0	100.0
Sex of User				
Male	48.8	80.5	24.4	42.1
Female	51.2	14.0	50.0	51.4
Household Use	--	5.5	25.6	6.5
Total	100.0	100.0	100.0	100.0
Annual Household Income				
Under $15,000	28.4	15.8	3.5	12.8
$15,000 - $24,999	19.3	20.9	17.9	14.3
$25,000 - $34,999	17.0	19.4	7.1	20.4
$35,000 - $49,999	17.0	17.7	21.0	17.8
$50,000 & Over	18.3	26.2	50.5	34.7
Total	100.0	100.0	100.0	100.0
Education of Head of Household				
Less than High School	14.5	7.8	7.4	8.0
High School	31.0	34.0	18.1	24.7
Some College	25.7	32.0	29.0	29.6
College Graduate	28.8	26.2	45.5	37.7
Total	100.0	100.0	100.0	100.0
Geographic Region				
New England	5.4	12.3	6.1	6.7
Middle Atlantic	15.6	19.1	24.1	20.4
East North Central	17.2	14.7	21.8	18.1
West North Central	7.4	4.8	6.9	11.0
South Atlantic	17.6	18.9	13.5	14.4
East South Central	6.3	5.2	2.8	4.0
West South Central	10.8	5.3	6.4	6.5
Mountain	5.4	4.4	4.3	4.3
Pacific	14.3	15.3	14.1	14.6
Total	100.0	100.0	100.0	100.0

DEMOGRAPHIC DISTRIBUTION OF 1988 CONSUMER PURCHASES

	Exercise Equipment			
	Multi-Purpose Home Gyms	Rowing Machines	Treadmills	Weight Benches
Age of User	%	%	%	%
Under 14	2.4	--	3.3	4.8
14 to 17	4.0	1.1	--	22.4
18 to 24	7.5	6.7	1.5	9.2
25 to 34	45.1	31.0	10.7	27.6
35 to 44	27.2	25.4	8.4	17.8
45 to 64	11.9	26.3	41.5	14.0
65 & Older	1.9	5.6	23.3	--
Multiple Ages Reported	--	3.9	11.3	4.2
Total	100.0	100.0	100.0	100.0
Sex of User				
Male	76.1	70.4	37.6	82.0
Female	17.5	25.1	46.3	11.2
Household Use	6.4	4.5	16.1	6.8
Total	100.0	100.0	100.0	100.0
Annual Household Income				
Under $15,000	9.3	7.1	8.1	11.8
$15,000 - $24,999	9.0	17.3	16.2	22.9
$25,000 - $34,999	30.6	18.8	19.0	20.1
$35,000 - $49,999	18.5	19.5	21.1	20.7
$50,000 & Over	32.6	37.3	35.6	24.5
Total	100.0	100.0	100.0	100.0
Education of Head of Household				
Less than High School	9.3	4.5	13.3	10.5
High School	40.0	22.7	30.0	32.5
Some College	11.7	25.8	22.7	34.3
College Graduate	39.0	47.0	34.0	22.7
Total	100.0	100.0	100.0	100.0
Geographic Region				
New England	9.1	9.6	6.4	10.0
Middle Atlantic	24.8	21.1	3.3	22.0
East North Central	9.6	14.0	23.0	17.2
West North Central	11.6	9.1	11.2	5.1
South Atlantic	28.3	14.4	10.6	17.5
East South Central	1.2	5.9	6.4	3.2
West South Central	8.5	8.4	21.6	9.3
Mountain	4.8	3.1	2.8	5.3
Pacific	2.1	14.4	14.7	10.4
Total	100.0	100.0	100.0	100.0

DEMOGRAPHIC DISTRIBUTION OF 1988 CONSUMER PURCHASES

	Total U.S.	-Firearms & Hunting- Rifles	Shotguns	Reels- Separate
Age of User	%	%	%	%
Under 14	20.2	2.1	4.5	4.3
14 to 17	5.9	7.2	11.3	1.9
18 to 24	11.2	13.3	12.9	6.0
25 to 34	17.8	23.5	28.4	18.3
35 to 44	14.1	30.0	15.7	25.8
45 to 64	18.5	18.4	18.2	35.7
65 & Older	12.3	3.0	6.3	4.7
Multiple Ages Reported	--	2.5	2.7	3.3
Total	100.0	100.0	100.0	100.0
Sex of User				
Male	48.8	90.0	96.5	85.9
Female	51.2	6.6	1.3	9.3
Household Use	--	3.4	2.2	4.8
Total	100.0	100.0	100.0	100.0
Annual Household Income				
Under $15,000	28.4	15.8	13.1	9.6
$15,000 - $24,999	19.3	20.2	18.3	19.3
$25,000 - $34,999	17.0	15.3	16.6	18.6
$35,000 - $49,999	17.0	24.3	23.0	24.5
$50,000 & Over	18.3	24.4	29.0	28.0
Total	100.0	100.0	100.0	100.0
Education of Head of Household				
Less than High School	14.5	13.0	12.6	6.6
High School	31.0	36.3	27.3	27.3
Some College	25.7	20.6	33.9	34.5
College Graduate	28.8	30.1	26.2	31.6
Total	100.0	100.0	100.0	100.0
Geographic Region				
New England	5.4	4.5	8.1	9.0
Middle Atlantic	15.6	19.7	16.5	10.5
East North Central	17.2	9.8	9.8	23.6
West North Central	7.4	8.3	12.5	5.7
South Atlantic	17.6	18.4	21.1	15.4
East South Central	6.3	10.0	7.7	7.9
West South Central	10.8	10.6	12.9	9.8
Mountain	5.4	9.5	1.9	4.5
Pacific	14.3	9.2	9.5	13.6
Total	100.0	100.0	100.0	100.0

DEMOGRAPHIC DISTRIBUTION OF 1988 CONSUMER PURCHASES

	Rod-Reel Combinations	-----Golf Equipment----- Golf Bags	Golf Balls	Golf Clubs
Age of User	%	%	%	%
Under 14	7.2	2.0	.9	2.2
14 to 17	3.3	2.0	1.4	1.6
18 to 24	5.7	7.5	5.9	6.1
25 to 34	28.4	21.5	22.1	18.4
35 to 44	22.7	22.2	32.5	26.1
45 to 64	19.9	22.6	24.3	32.6
65 & Older	5.9	13.7	9.0	10.8
Multiple Ages Reported	6.9	8.5	3.9	2.2
Total	100.0	100.0	100.0	100.0
Sex of User				
Male	82.5	68.3	80.7	79.5
Female	12.6	22.9	13.1	16.5
Household Use	4.9	8.8	6.2	4.0
Total	100.0	100.0	100.0	100.0
Annual Household Income				
Under $15,000	16.0	5.0	5.6	6.1
$15,000 - $24,999	19.0	5.7	10.4	8.8
$25,000 - $34,999	18.9	17.4	14.9	11.9
$35,000 - $49,999	20.0	27.4	25.3	23.9
$50,000 & Over	26.1	43.5	43.8	49.3
Total	100.0	100.0	100.0	100.0
Education of Head of Household				
Less than High School	12.9	1.5	2.5	4.8
High School	33.3	21.8	15.8	15.3
Some College	27.7	32.0	31.0	28.4
College Graduate	26.1	44.7	50.7	51.5
Total	100.0	100.0	100.0	100.0
Geographic Region				
New England	4.9	11.6	5.0	8.8
Middle Atlantic	15.0	15.7	15.2	16.9
East North Central	16.6	16.9	17.7	18.8
West North Central	7.5	4.6	6.4	5.7
South Atlantic	18.0	16.2	16.9	15.6
East South Central	9.7	3.4	4.5	3.3
West South Central	13.4	11.8	10.9	9.5
Mountain	4.9	6.1	7.8	3.3
Pacific	10.0	13.7	15.6	18.1
Total	100.0	100.0	100.0	100.0

DEMOGRAPHIC DISTRIBUTION OF 1988 CONSUMER PURCHASES

	Total U.S.	Hockey Sticks	Racquet-ball Racquets	Cross-Country Skis
Age of User	%	%	%	%
Under 14	20.2	40.0	.2	8.8
14 to 17	5.9	22.2	4.2	1.2
18 to 24	11.2	7.2	20.0	2.0
25 to 34	17.8	21.6	38.0	14.7
35 to 44	14.1	4.9	20.5	26.5
45 to 64	18.5	1.3	6.5	19.5
65 & Older	12.3	--	--	2.1
Multiple Ages Reported	--	2.8	10.6	25.2
Total	100.0	100.0	100.0	100.0
Sex of User				
Male	48.8	94.8	74.2	43.0
Female	51.2	3.0	15.0	34.2
Household Use	--	2.2	10.8	22.8
Total	100.0	100.0	100.0	100.0
Annual Household Income				
Under $15,000	28.4	10.1	9.4	7.2
$15,000 - $24,999	19.3	8.1	11.7	8.9
$25,000 - $34,999	17.0	11.2	14.7	13.5
$35,000 - $49,999	17.0	29.1	18.4	23.7
$50,000 & Over	18.3	41.5	45.8	46.7
Total	100.0	100.0	100.0	100.0
Education of Head of Household				
Less than High School	14.5	5.3	5.7	--
High School	31.0	22.2	22.5	16.3
Some College	25.7	29.2	24.5	14.7
College Graduate	28.8	43.3	47.3	69.0
Total	100.0	100.0	100.0	100.0
Geographic Region				
New England	5.4	23.3	7.5	19.9
Middle Atlantic	15.6	34.1	21.2	20.2
East North Central	17.2	13.2	9.6	29.0
West North Central	7.4	9.9	4.6	7.2
South Atlantic	17.6	14.1	19.2	6.1
East South Central	6.3	.9	2.4	--
West South Central	10.8	.6	12.9	1.3
Mountain	5.4	.3	3.9	6.3
Pacific	14.3	3.6	18.7	10.0
Total	100.0	100.0	100.0	100.0

DEMOGRAPHIC DISTRIBUTION OF 1988 CONSUMER PURCHASES

	Downhill Skis	Soccer Balls	Tennis Rackets	Volley-balls
Age of User	%	%	%	%
Under 14	4.7	70.9	6.0	20.0
14 to 17	17.0	12.8	13.0	9.8
18 to 24	26.1	3.2	9.8	8.8
25 to 34	20.0	2.3	18.7	29.4
35 to 44	9.4	4.4	18.4	22.5
45 to 64	8.2	--	17.9	6.4
65 & Older	--	1.4	5.9	--
Multiple Ages Reported	14.6	5.0	10.3	3.1
Total	100.0	100.0	100.0	100.0
Sex of User				
Male	60.3	85.3	62.9	57.6
Female	25.7	12.7	27.3	39.1
Household Use	14.0	2.0	9.8	3.3
Total	100.0	100.0	100.0	100.0
Annual Household Income				
Under $15,000	4.3	6.6	6.9	15.0
$15,000 - $24,999	9.4	16.0	9.1	17.1
$25,000 - $34,999	15.9	23.0	9.3	16.8
$35,000 - $49,999	19.6	20.3	22.7	24.7
$50,000 & Over	50.8	34.1	52.0	26.4
Total	100.0	100.0	100.0	100.0
Education of Head of Household				
Less than High School	4.4	5.1	3.5	8.9
High School	21.5	17.6	10.6	24.0
Some College	26.7	24.5	19.5	23.8
College Graduate	47.4	52.8	66.4	43.3
Total	100.0	100.0	100.0	100.0
Geographic Region				
New England	18.7	6.9	7.6	13.1
Middle Atlantic	34.5	13.1	20.5	14.2
East North Central	12.0	14.2	14.7	19.8
West North Central	.4	4.0	5.2	3.4
South Atlantic	4.4	24.5	20.9	16.5
East South Central	--	4.0	5.0	3.1
West South Central	2.6	10.9	5.7	8.9
Mountain	9.1	4.8	5.3	3.5
Pacific	18.3	17.6	15.1	17.5
Total	100.0	100.0	100.0	100.0

REGIONAL SHARES OF U.S. PURCHASES

The preceding section showed, for each product, the percentage sales breakdown by census region. The following tables present the same percentages in a different way. For each census region, the products are listed in order of percent of sales in that region.

The percentage of households in the region is also shown. Products whose percent of sales is greater than the percent of households have above average sales per capita in that region. This is typical of winter goods in the snowbelt. Likewise, products whose percent of sales is less than the percent of households, have below average sales per capita in that region.

REGIONAL SHARE OF U.S. PURCHASES

NEW ENGLAND

Percent of U.S. Households	5.4%
Hockey Sticks	23.3
Cross-Country Skis	19.9
Downhill Skis	18.7
Volleyballs	13.1
Skiwear	13.1
Barbells/Weight Sets	12.3
Golf Bags	11.6
Weight Benches	10.0
Rowing Machines	9.6
Multi-Purpose Home Gyms	9.1
Fishing Reels (Separate)	9.0
Golf Clubs	8.8
Basketball Shoes	8.7
Shotguns	8.1
Gym Shoes/Sneakers	7.7
Tennis Rackets	7.6
Soccer Shoes	7.6
Golf Shoes	7.6
Racquetball Racquets	7.5
Backpacks	7.5
Baseball/Softball Shoes	7.0
Soccer Balls	6.9
Aerobic Shoes	6.7
Stationary Exercise Bicycles	6.7
Bathing Suits	6.4
Treadmills	6.4
Cross-Country Ski Exercisers	6.1
Sweat Pants	6.0
Basketballs	6.0
Sweat Shirts/Tops	5.9
Jogging/Running Shoes	5.8
Tents (3 Person or More)	5.7
Bicycles (10-12-15-18+ Speed)	5.5
Hiking Shoes/Boots	5.4
Leotards/Body Suits	5.1
Walking Shoes	5.1
Baseball Gloves/Mitts	5.0
Golf Balls	5.0
Rod-Reel Combinations	4.9
Warm-up Suits	4.9
Bowling Balls	4.8
Sleeping Bags	4.7
Rifles	4.5
Tennis Clothing	4.5
Workout/Fitness Shoes	4.0
Bowling Shoes	3.7
Tennis Shoes	3.6
Volleyball Shoes	3.2
Lanterns	2.9
Tents (1-2 Person)	2.6
Camping Heaters	1.4
Archery Bows	.9

MIDDLE ATLANTIC

Percent of U.S. Households	15.6%
Downhill Skis	34.5
Hockey Sticks	34.1
Tennis Clothing	25.1
Multi-Purpose Home Gyms	24.8
Skiwear	24.2
Cross-Country Ski Exercisers	24.1
Bowling Shoes	23.9
Gym Shoes/Sneakers	22.6
Weight Benches	22.0
Racquetball Racquets	21.2
Rowing Machines	21.1
Bathing Suits	20.8
Backpacks	20.7
Tennis Rackets	20.5
Stationary Exercise Bicycles	20.4
Cross-Country Skis	20.2
Rifles	19.7
Sweat Pants	19.2
Barbells/Weight Sets	19.1
Leotards/Body Suits	18.8
Sleeping Bags	18.7
Workout/Fitness Shoes	18.5
Hiking Shoes/Boots	18.5
Baseball Gloves/Mitts	18.3
Basketballs	18.1
Bowling Balls	17.5
Camping Heaters	17.5
Soccer Shoes	17.4
Golf Clubs	16.9
Volleyball Shoes	16.9
Sweat Shirts/Tops	16.7
Aerobic Shoes	16.5
Shotguns	16.5
Basketball Shoes	16.0
Warm-up Suits	15.9
Golf Bags	15.7
Walking Shoes	15.2
Golf Balls	15.2
Rod-Reel Combinations	15.0
Jogging/Running Shoes	14.8
Volleyballs	14.2
Bicycles (10-12-15-18+ Speed)	13.8
Tents (3 Person or More)	13.8
Baseball/Softball Shoes	13.6
Soccer Balls	13.1
Golf Shoes	13.0
Tents (1-2 Person)	12.8
Tennis Shoes	12.4
Lanterns	12.3
Archery Bows	12.2
Fishing Reels (Separate)	10.5
Treadmills	3.3

REGIONAL SHARE OF U.S. PURCHASES

EAST NORTH CENTRAL

Percent of U.S. Households	17.2%
Archery Bows	31.7
Cross-Country Skis	29.0
Fishing Reels (Separate)	23.6
Treadmills	23.0
Bowling Balls	22.9
Tents (3 Person or More)	22.4
Cross-Country Ski Exercisers	21.8
Volleyball Shoes	20.8
Sweat Shirts/Tops	20.3
Volleyballs	19.8
Sweat Pants	19.2
Basketball Shoes	19.2
Bowling Shoes	19.2
Golf Clubs	18.8
Stationary Exercise Bicycles	18.1
Golf Balls	17.7
Tents (1-2 Person)	17.6
Gym Shoes/Sneakers	17.5
Weight Benches	17.2
Workout/Fitness Shoes	17.1
Walking Shoes	17.1
Golf Bags	16.9
Lanterns	16.9
Soccer Shoes	16.8
Bicycles (10-12-15-18+ Speed)	16.8
Sleeping Bags	16.7
Aerobic Shoes	16.7
Tennis Shoes	16.6
Rod-Reel Combinations	16.6
Warm-up Suits	16.5
Baseball Gloves/Mitts	16.2
Basketballs	16.2
Bathing Suits	16.0
Jogging/Running Shoes	15.8
Baseball/Softball Shoes	15.4
Golf Shoes	15.4
Tennis Rackets	14.7
Barbells/Weight Sets	14.7
Soccer Balls	14.2
Rowing Machines	14.0
Leotards/Body Suits	13.8
Hockey Sticks	13.2
Hiking Shoes/Boots	12.1
Downhill Skis	12.0
Camping Heaters	10.0
Skiwear	9.8
Rifles	9.8
Shotguns	9.8
Multi-Purpose Home Gyms	9.6
Racquetball Racquets	9.6
Backpacks	8.8
Tennis Clothing	5.9

WEST NORTH CENTRAL

Percent of U.S. Households	7.4%
Volleyball Shoes	12.8
Shotguns	12.5
Multi-Purpose Home Gyms	11.6
Treadmills	11.2
Stationary Exercise Bicycles	11.0
Hockey Sticks	9.9
Baseball/Softball Shoes	9.6
Rowing Machines	9.1
Bicycles (10-12-15-18+ Speed)	9.0
Tents (1-2 Person)	8.7
Baseball Gloves/Mitts	8.4
Rifles	8.3
Walking Shoes	7.6
Basketball Shoes	7.5
Sweat Shirts/Tops	7.5
Rod-Reel Combinations	7.5
Workout/Fitness Shoes	7.4
Bowling Balls	7.3
Jogging/Running Shoes	7.2
Cross-Country Skis	7.2
Leotards/Body Suits	7.1
Basketballs	6.9
Cross-Country Ski Exercisers	6.9
Sweat Pants	6.8
Bowling Shoes	6.6
Tennis Shoes	6.6
Golf Balls	6.4
Gym Shoes/Sneakers	6.4
Archery Bows	6.3
Warm-up Suits	6.0
Bathing Suits	5.9
Golf Clubs	5.7
Aerobic Shoes	5.7
Fishing Reels (Separate)	5.7
Backpacks	5.5
Tennis Rackets	5.2
Weight Benches	5.1
Barbells/Weight Sets	4.8
Camping Heaters	4.6
Golf Bags	4.6
Racquetball Racquets	4.6
Lanterns	4.5
Hiking Shoes/Boots	4.4
Skiwear	4.4
Tents (3 Person or More)	4.1
Golf Shoes	4.1
Sleeping Bags	4.0
Soccer Balls	4.0
Volleyballs	3.4
Soccer Shoes	2.8
Tennis Clothing	1.4
Downhill Skis	.4

REGIONAL SHARE OF U.S. PURCHASES

SOUTH ATLANTIC

Percent of U.S. Households	17.6%
Multi-Purpose Home Gyms	28.3
Tennis Clothing	25.2
Soccer Balls	24.5
Shotguns	21.1
Tennis Shoes	21.0
Tennis Rackets	20.9
Racquetball Racquets	19.2
Warm-up Suits	18.9
Barbells/Weight Sets	18.9
Bowling Shoes	18.7
Rifles	18.4
Rod-Reel Combinations	18.0
Walking Shoes	17.8
Bathing Suits	17.7
Weight Benches	17.5
Golf Shoes	17.5
Golf Balls	16.9
Aerobic Shoes	16.8
Sweat Pants	16.6
Volleyballs	16.5
Leotards/Body Suits	16.5
Archery Bows	16.4
Golf Bags	16.2
Hiking Shoes/Boots	16.1
Jogging/Running Shoes	15.8
Golf Clubs	15.6
Sweat Shirts/Tops	15.4
Fishing Reels (Separate)	15.4
Gym Shoes/Sneakers	14.7
Stationary Exercise Bicycles	14.4
Rowing Machines	14.4
Tents (1-2 Person)	14.1
Hockey Sticks	14.1
Workout/Fitness Shoes	14.0
Baseball Gloves/Mitts	13.9
Baseball/Softball Shoes	13.7
Bowling Balls	13.7
Cross-Country Ski Exercisers	13.5
Bicycles (10-12-15-18+ Speed)	12.8
Soccer Shoes	12.8
Basketball Shoes	12.2
Basketballs	11.4
Tents (3 Person or More)	11.1
Treadmills	10.6
Skiwear	10.0
Lanterns	9.8
Sleeping Bags	9.4
Backpacks	7.0
Camping Heaters	6.8
Cross-Country Skis	6.1
Downhill Skis	4.4
Volleyball Shoes	3.6

EAST SOUTH CENTRAL

Percent of U.S. Households	6.3%
Camping Heaters	10.7
Rifles	10.0
Rod-Reel Combinations	9.7
Volleyball Shoes	8.4
Tents (1-2 Person)	8.2
Fishing Reels (Separate)	7.9
Shotguns	7.7
Lanterns	7.4
Golf Shoes	7.1
Tennis Shoes	7.1
Baseball/Softball Shoes	6.8
Sleeping Bags	6.7
Basketballs	6.5
Treadmills	6.4
Walking Shoes	6.1
Backpacks	6.0
Basketball Shoes	6.0
Rowing Machines	5.9
Sweat Shirts/Tops	5.6
Sweat Pants	5.6
Workout/Fitness Shoes	5.4
Jogging/Running Shoes	5.2
Barbells/Weight Sets	5.2
Warm-up Suits	5.2
Tennis Rackets	5.0
Tents (3 Person or More)	4.7
Golf Balls	4.5
Gym Shoes/Sneakers	4.4
Hiking Shoes/Boots	4.2
Soccer Balls	4.0
Stationary Exercise Bicycles	4.0
Soccer Shoes	3.9
Bowling Balls	3.9
Bicycles (10-12-15-18+ Speed)	3.8
Aerobic Shoes	3.7
Bathing Suits	3.7
Baseball Gloves/Mitts	3.6
Tennis Clothing	3.5
Archery Bows	3.4
Golf Bags	3.4
Golf Clubs	3.3
Bowling Shoes	3.3
Weight Benches	3.2
Volleyballs	3.1
Cross-Country Ski Exercisers	2.8
Racquetball Racquets	2.4
Leotards/Body Suits	2.2
Skiwear	1.3
Multi-Purpose Home Gyms	1.2
Hockey Sticks	.9
Cross-Country Skis	--
Downhill Skis	--

REGIONAL SHARE OF U.S. PURCHASES

WEST SOUTH CENTRAL

Percent of U.S. Households	10.8%
Treadmills	21.6
Camping Heaters	15.3
Tennis Clothing	15.3
Leotards/Body Suits	14.0
Lanterns	13.4
Rod-Reel Combinations	13.4
Shotguns	12.9
Racquetball Racquets	12.9
Tennis Shoes	12.8
Bowling Balls	12.4
Golf Bags	11.8
Baseball/Softball Shoes	11.8
Workout/Fitness Shoes	11.7
Warm-up Suits	11.5
Soccer Shoes	11.5
Backpacks	11.4
Basketballs	11.2
Golf Shoes	11.1
Golf Balls	10.9
Soccer Balls	10.9
Rifles	10.6
Baseball Gloves/Mitts	10.6
Jogging/Running Shoes	10.3
Walking Shoes	10.2
Aerobic Shoes	10.1
Fishing Reels (Separate)	9.8
Tents (3 Person or More)	9.5
Golf Clubs	9.5
Hiking Shoes/Boots	9.5
Bathing Suits	9.4
Archery Bows	9.4
Weight Benches	9.3
Basketball Shoes	9.3
Volleyballs	8.9
Sweat Shirts/Tops	8.9
Multi-Purpose Home Gyms	8.5
Rowing Machines	8.4
Gym Shoes/Sneakers	8.3
Tents (1-2 Person)	7.8
Sweat Pants	7.6
Sleeping Bags	7.0
Volleyball Shoes	6.7
Stationary Exercise Bicycles	6.5
Cross-Country Ski Exercisers	6.4
Bowling Shoes	6.2
Bicycles (10-12-15-18+ Speed)	5.7
Tennis Rackets	5.7
Barbells/Weight Sets	5.3
Skiwear	4.7
Downhill Skis	2.6
Cross-Country Skis	1.3
Hockey Sticks	.6

MOUNTAIN

Percent of U.S. Households	5.4%
Camping Heaters	19.1
Skiwear	11.5
Bicycles (10-12-15-18+ Speed)	11.3
Hiking Shoes/Boots	9.8
Rifles	9.5
Volleyball Shoes	9.4
Soccer Shoes	9.4
Downhill Skis	9.1
Bowling Balls	8.6
Tents (3 Person or More)	8.5
Sleeping Bags	8.2
Golf Balls	7.8
Archery Bows	7.3
Lanterns	7.3
Basketballs	7.0
Tents (1-2 Person)	7.0
Cross-Country Skis	6.3
Baseball/Softball Shoes	6.2
Aerobic Shoes	6.2
Golf Bags	6.1
Jogging/Running Shoes	5.9
Bathing Suits	5.4
Sweat Shirts/Tops	5.4
Gym Shoes/Sneakers	5.4
Basketball Shoes	5.4
Tennis Rackets	5.3
Weight Benches	5.3
Sweat Pants	5.2
Walking Shoes	5.2
Rod-Reel Combinations	4.9
Workout/Fitness Shoes	4.9
Soccer Balls	4.8
Golf Shoes	4.8
Multi-Purpose Home Gyms	4.8
Leotards/Body Suits	4.7
Fishing Reels (Separate)	4.5
Backpacks	4.5
Barbells/Weight Sets	4.4
Cross-Country Ski Exercisers	4.3
Stationary Exercise Bicycles	4.3
Tennis Shoes	4.1
Warm-up Suits	4.1
Racquetball Racquets	3.9
Bowling Shoes	3.9
Baseball Gloves/Mitts	3.5
Volleyballs	3.5
Golf Clubs	3.3
Rowing Machines	3.1
Treadmills	2.8
Shotguns	1.9
Tennis Clothing	1.5
Hockey Sticks	.3

REGIONAL SHARE OF U.S. PURCHASES

PACIFIC

Percent of U.S. Households	14.3%
Backpacks	28.6
Lanterns	25.5
Sleeping Bags	24.6
Bicycles (10-12-15-18+ Speed)	21.3
Tents (1-2 Person)	21.2
Skiwear	21.0
Baseball Gloves/Mitts	20.5
Tents (3 Person or More)	20.2
Hiking Shoes/Boots	20.0
Golf Shoes	19.4
Jogging/Running Shoes	19.2
Racquetball Racquets	18.7
Downhill Skis	18.3
Volleyball Shoes	18.2
Golf Clubs	18.1
Soccer Shoes	17.8
Leotards/Body Suits	17.8
Aerobic Shoes	17.6
Soccer Balls	17.6
Tennis Clothing	17.6
Volleyballs	17.5
Workout/Fitness Shoes	17.0
Warm-up Suits	17.0
Basketballs	16.7
Baseball/Softball Shoes	15.9
Tennis Shoes	15.8
Walking Shoes	15.7
Basketball Shoes	15.7
Golf Balls	15.6
Barbells/Weight Sets	15.3
Tennis Rackets	15.1
Bathing Suits	14.7
Treadmills	14.7
Camping Heaters	14.6
Stationary Exercise Bicycles	14.6
Bowling Shoes	14.5
Rowing Machines	14.4
Sweat Shirts/Tops	14.3
Cross-Country Ski Exercisers	14.1
Sweat Pants	13.8
Golf Bags	13.7
Fishing Reels (Separate)	13.6
Gym Shoes/Sneakers	13.0
Archery Bows	12.4
Weight Benches	10.4
Cross-Country Skis	10.0
Rod-Reel Combinations	10.0
Shotguns	9.5
Rifles	9.2
Bowling Balls	8.9
Hockey Sticks	3.6
Multi-Purpose Home Gyms	2.1

SHARE OF U.S. PURCHASES BY HOUSEHOLD INCOME

An earlier section showed, for each product, the percentage sales breakdown by household income. The following tables present the same percentages in a different way. For each income group, the products are listed in order of percent of sales in that group.

The percentage of households in the group is also shown. Products whose percent of sales is greater than the percent of households have above average sales per capita in that group.

SHARE OF U.S. PURCHASES BY HOUSEHOLD INCOME

UNDER $15,000	
Percent of U.S. Households	28.4%
Walking Shoes	19.1
Backpacks	18.6
Lanterns	18.3
Gym Shoes/Sneakers	18.1
Archery Bows	17.5
Tents (1-2 Person)	17.3
Sleeping Bags	16.7
Camping Heaters	16.3
Tents (3 Person or More)	16.1
Rod-Reel Combinations	16.0
Rifles	15.8
Barbells/Weight Sets	15.8
Tennis Shoes	15.7
Basketball Shoes	15.6
Aerobic Shoes	15.2
Volleyballs	15.0
Bowling Shoes	14.0
Bowling Balls	14.0
Basketballs	13.8
Hiking Shoes/Boots	13.6
Shotguns	13.1
Stationary Exercise Bicycles	12.8
Jogging/Running Shoes	12.7
Baseball Gloves/Mitts	12.4
Sweat Shirts/Tops	12.3
Baseball/Softball Shoes	12.3
Sweat Pants	12.0
Workout/Fitness Shoes	11.9
Weight Benches	11.8
Bicycles (10-12-15-18+ Speed)	11.8
Leotards/Body Suits	10.2
Hockey Sticks	10.1
Fishing Reels (Separate)	9.6
Racquetball Racquets	9.4
Multi-Purpose Home Gyms	9.3
Bathing Suits	9.1
Volleyball Shoes	9.0
Warm-up Suits	9.0
Treadmills	8.1
Cross-Country Skis	7.2
Rowing Machines	7.1
Tennis Rackets	6.9
Soccer Balls	6.6
Golf Shoes	6.6
Soccer Shoes	6.5
Golf Clubs	6.1
Golf Balls	5.6
Golf Bags	5.0
Tennis Clothing	5.0
Downhill Skis	4.3
Cross-Country Ski Exercisers	3.5
Skiwear	3.1

$15,000 - $24,999	
Percent of U.S. Households	19.3%
Archery Bows	23.4
Tents (1-2 Person)	23.2
Weight Benches	22.9
Lanterns	21.9
Barbells/Weight Sets	20.9
Rifles	20.2
Tents (3 Person or More)	19.7
Bowling Shoes	19.6
Bowling Balls	19.3
Fishing Reels (Separate)	19.3
Rod-Reel Combinations	19.0
Shotguns	18.3
Hiking Shoes/Boots	17.9
Cross-Country Ski Exercisers	17.9
Baseball Gloves/Mitts	17.5
Bicycles (10-12-15-18+ Speed)	17.4
Rowing Machines	17.3
Gym Shoes/Sneakers	17.2
Volleyballs	17.1
Workout/Fitness Shoes	16.8
Basketball Shoes	16.7
Walking Shoes	16.3
Treadmills	16.2
Sweat Shirts/Tops	16.1
Soccer Balls	16.0
Sweat Pants	15.5
Aerobic Shoes	15.2
Tennis Shoes	14.9
Backpacks	14.8
Sleeping Bags	14.6
Basketballs	14.3
Stationary Exercise Bicycles	14.3
Baseball/Softball Shoes	13.8
Soccer Shoes	13.7
Jogging/Running Shoes	13.2
Leotards/Body Suits	12.5
Bathing Suits	12.4
Racquetball Racquets	11.7
Warm-up Suits	11.3
Volleyball Shoes	10.8
Camping Heaters	10.6
Golf Balls	10.4
Downhill Skis	9.4
Golf Shoes	9.2
Tennis Clothing	9.2
Tennis Rackets	9.1
Multi-Purpose Home Gyms	9.0
Cross-Country Skis	8.9
Golf Clubs	8.8
Skiwear	8.7
Hockey Sticks	8.1
Golf Bags	6.7

SHARE OF U.S. PURCHASES BY HOUSEHOLD INCOME

$25,000 - $34,999	
Percent of U.S. Households	17.0%
Multi-Purpose Home Gyms	30.6
Tents (3 Person or More)	24.3
Archery Bows	23.8
Soccer Balls	23.0
Camping Heaters	22.6
Bicycles (10-12-15-18+ Speed)	21.4
Volleyball Shoes	21.3
Bowling Shoes	21.3
Stationary Exercise Bicycles	20.4
Baseball Gloves/Mitts	20.3
Weight Benches	20.1
Aerobic Shoes	20.1
Basketballs	19.6
Barbells/Weight Sets	19.4
Tents (1-2 Person)	19.4
Jogging/Running Shoes	19.1
Sweat Pants	19.1
Treadmills	19.0
Rod-Reel Combinations	18.9
Rowing Machines	18.8
Lanterns	18.8
Sleeping Bags	18.7
Hiking Shoes/Boots	18.7
Fishing Reels (Separate)	18.6
Gym Shoes/Sneakers	18.4
Baseball/Softball Shoes	18.4
Tennis Shoes	17.8
Golf Bags	17.4
Bowling Balls	17.4
Sweat Shirts/Tops	17.3
Leotards/Body Suits	17.1
Volleyballs	16.8
Skiwear	16.7
Shotguns	16.6
Bathing Suits	16.5
Basketball Shoes	16.4
Workout/Fitness Shoes	16.0
Walking Shoes	16.0
Downhill Skis	15.9
Warm-up Suits	15.6
Backpacks	15.3
Rifles	15.3
Golf Shoes	14.9
Soccer Shoes	14.9
Golf Balls	14.9
Racquetball Racquets	14.7
Cross-Country Skis	13.5
Golf Clubs	11.9
Hockey Sticks	11.2
Tennis Rackets	9.3
Cross-Country Ski Exercisers	7.1
Tennis Clothing	6.5

$35,000 - $49,999	
Percent of U.S. Households	17.0%
Volleyball Shoes	37.1
Hockey Sticks	29.1
Camping Heaters	27.8
Golf Bags	27.4
Basketball Shoes	27.2
Bowling Shoes	26.4
Bowling Balls	26.0
Baseball/Softball Shoes	25.9
Bathing Suits	25.8
Golf Balls	25.3
Golf Shoes	24.7
Volleyballs	24.7
Fishing Reels (Separate)	24.5
Leotards/Body Suits	24.4
Backpacks	24.4
Rifles	24.3
Jogging/Running Shoes	24.2
Lanterns	24.2
Golf Clubs	23.9
Workout/Fitness Shoes	23.7
Cross-Country Skis	23.7
Skiwear	23.1
Aerobic Shoes	23.1
Shotguns	23.0
Tents (3 Person or More)	23.0
Tennis Rackets	22.7
Soccer Shoes	22.6
Bicycles (10-12-15-18+ Speed)	22.5
Baseball Gloves/Mitts	22.5
Gym Shoes/Sneakers	22.3
Basketballs	22.0
Warm-up Suits	21.8
Hiking Shoes/Boots	21.3
Treadmills	21.1
Cross-Country Ski Exercisers	21.0
Sweat Pants	21.0
Sweat Shirts/Tops	20.8
Tennis Shoes	20.7
Weight Benches	20.7
Walking Shoes	20.6
Soccer Balls	20.3
Rod-Reel Combinations	20.0
Downhill Skis	19.6
Rowing Machines	19.5
Multi-Purpose Home Gyms	18.5
Sleeping Bags	18.5
Racquetball Racquets	18.4
Stationary Exercise Bicycles	17.8
Barbells/Weight Sets	17.7
Archery Bows	16.8
Tents (1-2 Person)	14.4
Tennis Clothing	13.8

SHARE OF U.S. PURCHASES BY HOUSEHOLD INCOME

$50,000 & OVER

Percent of U.S. Households	18.3%
Tennis Clothing	65.5
Tennis Rackets	52.0
Downhill Skis	50.8
Cross-Country Ski Exercisers	50.5
Golf Clubs	49.3
Skiwear	48.4
Cross-Country Skis	46.7
Racquetball Racquets	45.8
Golf Shoes	44.6
Golf Balls	43.8
Golf Bags	43.5
Warm-up Suits	42.3
Soccer Shoes	42.3
Hockey Sticks	41.5
Rowing Machines	37.3
Bathing Suits	36.2
Leotards/Body Suits	35.8
Treadmills	35.6
Stationary Exercise Bicycles	34.7
Soccer Balls	34.1
Sweat Shirts/Tops	33.5
Multi-Purpose Home Gyms	32.6
Sweat Pants	32.4
Workout/Fitness Shoes	31.6
Sleeping Bags	31.5
Tennis Shoes	30.9
Jogging/Running Shoes	30.8
Basketballs	30.3
Baseball/Softball Shoes	29.6
Shotguns	29.0
Hiking Shoes/Boots	28.5
Fishing Reels (Separate)	28.0
Walking Shoes	28.0
Baseball Gloves/Mitts	27.3
Backpacks	26.9
Bicycles (10-12-15-18+ Speed)	26.9
Aerobic Shoes	26.4
Volleyballs	26.4
Barbells/Weight Sets	26.2
Rod-Reel Combinations	26.1
Tents (1-2 Person)	25.7
Weight Benches	24.5
Rifles	24.4
Basketball Shoes	24.1
Gym Shoes/Sneakers	24.0
Bowling Balls	23.3
Camping Heaters	22.7
Volleyball Shoes	21.8
Bowling Shoes	18.7
Archery Bows	18.5
Tents (3 Person or More)	16.9
Lanterns	16.8

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McCormick Place • Chicago, IL

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65th NSGA International Convention & Show
August 3 – 6 (Mon. – Thurs.)
McCormick Place • Chicago, IL

43rd NSGA Fall Market
October 11 – 13 (Thurs. – Sat.)
Anaheim Convention Center
Anaheim, CA

44th NSGA Fall Market
October 3 – 5 (Thurs. – Sat.)
Long Beach Convention Center
Long Beach, CA

45th NSGA Fall Market
October 9 – 11 (Fri. – Sun.)
Long Beach Convention Center
Long Beach, CA